



Month 4: The Importance of Business Reinvention Community Reinvention Program

NAME: _____

BUSINESS NAME: _____ COMMUNITY NAME: _____

TO DO: This CD is different. Read the questions below before listening to the 35 minute interview with Jason Jennings. Then, listen to the CD and answer the questions below, and bring this sheet with you to your meeting. Be prepared to discuss all your answers with your group.

1. Jason talked about a company having one big strategic objective that everybody knows and understands. After listening to this CD, what's the first idea that popped into your head that could become your company's one grand goal?

2. Do any of Jason's Reinvention Killers relate to you as the owner of your business, or apply to your business, as a whole? If so, which one or ones?

3. Jason talks about companies making many small bets, rather than taking one huge risk that might not succeed. Please list below 3 small changes (or as Jason would say: "3 small bets"), that your company should institute in the next 6-months.

4. Jason talked about getting stuck on the "plains of hesitation." We all experience this. What major idea are you hesitating to put into practice in your business?

Fax completed worksheet to: (866) 653-1336 or
Email completed worksheet to: info@jonschallert.com