067: Creating a Company With a Dream, a Vision, a Purpose, and a Mission

10 Point Checklist

Michael E. Gerber

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a 10 point checklist that gives the next, real steps you can take for introducing these insights and optimizing your life.

"The job isn't to fix the business you've got. The job is to create the company you want."

MICHAEL GERBER
10 STEPS YOU CAN TAKE TODAY

Want to take charge of your health, wellness, and success? Here are 10 steps that can move you closer to your goals – today.

☐ Take an honest look at your company. Is it a “company of one”? That is, if you were to quit today, would the company be able to survive?

☐ Develop an exit strategy for your company. Could you sell it in one year? Five? What would that take? Outline your options and sketch out plans to make this possible.

☐ Using your work from the previous step as guidance, do one extra thing each week to make your company more saleable.

☐ In a sentence or two each, write down your dream (dreamer), vision (thinker), purpose (storyteller), and mission (leader). This will help you get clarity on each of the roles.

☐ In light of the information Michael has provided, examine your company critically to see if it’s broken. If so, begin to consider the option of leaving it to start a new one instead.

☐ Find a dedicated space where you do nothing but your deep work. Ideally this would be a separate office, but even a designated chair and desk will help.

☐ Are your mission statement and vision statement distinct, clear, and serving their purposes? If not, rewrite each one in some depth until they match Michael’s descriptions.

☐ Work toward seeing yourself as replaceable within your company (if you don’t already). When you do things right with a turnkey system, everyone is replaceable.

☐ Ask yourself what your legacy will look like when you’re gone. We’re born to create, Michael says; what are you creating that will outlive you?

☐ Read Michael’s new book, Beyond the E-Myth. It contains more of the brilliant wisdom he’s shared in this conversation.

To view the transcript, resource links and listen to the podcast, visit: