SMARTer Entrepreneurs

What has changed?

Put three years ago next to today, and find the change that matters.

When a business stops performing the way it used to, something has changed, often too slowly to notice. Putting then and now side by side makes it visible.

How it works

1. For each heading in the table, write a line for three years ago and a line for now.
2. Mark each change: did we choose it (yes), or did it happen to us (no)?
3. Circle the one change that best explains the difference. Start there.

An example

A twenty-person accountancy practice had flat fees and a falling margin. Most of its work had become fixed-fee compliance, two experienced managers had left, and clients now expected figures online every month. None of this was chosen. The change that mattered: the market moved, and prices never followed.

Your turn

	Three years ago	Now	We chose it?
Our clients			
What we sell			
Our prices			
Our people			
The world outside			
The change, and this month I will			

Next step up: watch the numbers that show this change, on one page, every month.

Want to talk it through? Book a free Discovery Call at smarterentrepreneurs.co.uk/book-online

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