

## Business Owner:

 HAS CAPABLE, EFFICIENT SYSTEMS IN PLACE

 NOT CAUGHT UP IN THE DAY-TO-DAY

 STRATEGIZES FOR THE FUTURE

 HAS AN EXIT STRATEGY

 WORKS WITH PURPOSE – KNOWS THE “WHY”



 TRUSTS EMPLOYEES AND TEAM

 IS FREE TO TAKE A VACATION

 FOCUSES ON THE CLIENT, NOT THE PRODUCT

 LIVES TO SERVE AND ADD VALUE

## Business Operator:

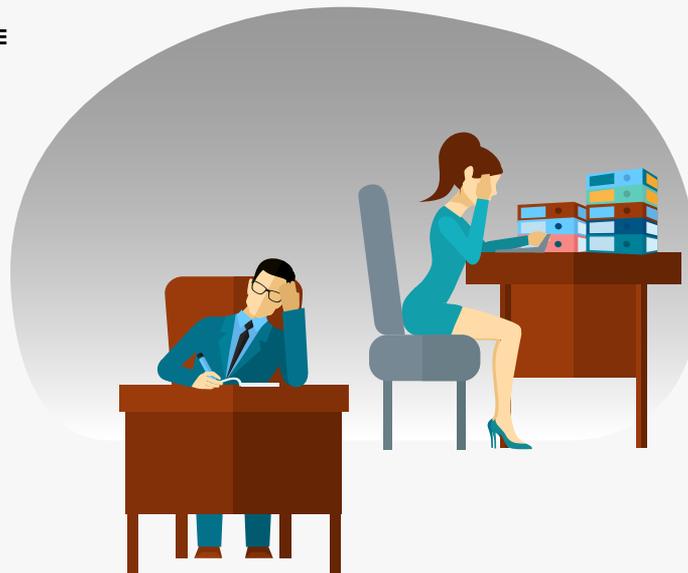
 DOESN'T HAVE REPLICABLE SYSTEMS IN PLACE

 CAUGHT UP IN THE DAY-TO-DAY

 STUCK IN THE DAILY GRIND OF THEIR BUSINESS

 DOESN'T HAVE AN EXIT STRATEGY

 DOESN'T HAVE A CLEAR MISSION OR PURPOSE



 DOESN'T TRUST STAFF (MICROMANAGES)

 CAN'T TAKE A VACATION

 FOCUSES ON THE PRODUCT, NOT THE CLIENT

 FOCUSES ON THEIR NEEDS, NOT HOW THEY CAN ADD VALUE TO OTHERS

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