

START - STOP - KEEP *SURVEY*

Team Member Name:

Instructions. Complete this survey with specific and actionable answers to help prepare for your next planning session. *Zero Based Thinking* asks: “Knowing what you know now, what would you start, stop, or keep in your business?”

Use this question to help address issues about business strategy, employees, new business ventures, existing relationships, existing customer groups and much more. Your answers can be for your whole company or specific to your department or yourself. *List only your top three items in each category.*

1. What should we Start doing?

2. What should we Stop doing?

3. What should we Keep doing?

