AESTHETIC
BUSINESS TRANSFORMATIONS

TIME-OUT EXERCISE 4: AVOIDING MISDIAGNOSIS

Print off this exercise, grab a pen and write down everything that comes to mind as you consider the answers to the below questions. Remember, there is no right or wrong; there is simply the act of recording your thoughts. Then, invite your partner, a colleague, or a trusted member of your team to talk through your answers, and help you decide on your next steps.

1. **What are the 'symptoms' I am noticing in my business that indicate something is wrong?**

2. **What are the possible reasons I am noticing these symptoms?**

3. **What isn't happening that, if it did happen, would cause those symptoms to disappear?**

4. **What IS happening that, if it STOPPED happening, would cause those symptoms to disappear?**