

BUSINESS TURNAROUND STRATEGY MUD-MAP

In order to identify and fine-tune your strategy, answer the following questions:

When it comes to a target business acquisition, where are you on the decision cycle:
(satisfied, acknowledgement, decision, criteria, investigation, measurement, selection, re-consideration)

What is your purpose for a business acquisition? (eg growth, scale, talent, speed)

What is your wish-list in a business for acquisition (top 5 qualities - criteria)

Where are you now in business?

Where do you want to be in business?

What do you currently have at your disposal?
