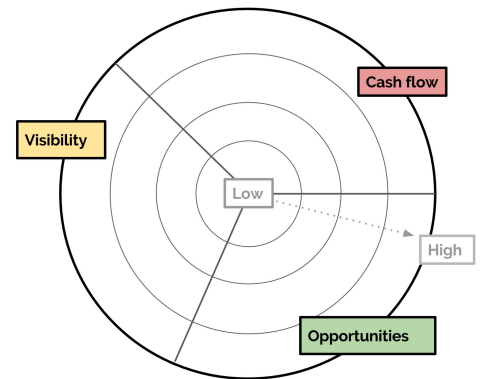


Cash flow, Opportunities, Visibility

360° assessment

This is a **prioritizing framework** that I first heard about from Charlie Gilkey (Productive Flourishing). It's a tool to diagnose potential causes of stagnancy, or if you feel your business is plateauing. It's a general assessment that is a starting point, from which we can dive deep into the various areas.

- Cash flow is essentially SALES.
- Opportunities are areas for GROWTH.
- Visibility comes down to MARKETING.



Obviously the amount of time spent on these activities will fluctuate over the month or the quarter, and it's not a one-size fits all, but it helps some people get started if they're trying to prioritize where to put their energies.

Start by writing down your activities. Then take a look at how long you're spending on those activities, and decide if it's paying off.

Cash flow	Time spent/week	Comment
Opportunities		
Visibility		

Cash flow, Opportunities, Visibility

360° assessment