



VALUE GROWTH INSTITUTE
CREATING BUSINESS VALUE THAT TRANSFORMS YOUR WORLD

Standard Interview Questions

Step 1 - Please pick 5 to 6 that you would like to talk about.

1. Why are you in business? (what's in it for you?)
2. What have you created from your business? (Job, lifestyle, 3x to 5x value?)
3. What is your passion?
4. What is your purpose? (both in business and personally)
5. What are your core talents (competencies) used in your business? (of course , also include your personal talents)
6. How do you make money from your Passion/Purpose/Talents?
7. What gets you up in the morning?
8. What keeps you up at night?
9. What are the most common problems in your industry? (the industry that you serve)?
10. What type of solutions do you provide or type of problems do you prevent?
11. How do you spot "problems"?
12. How do you learn? Not just to stay competitive, but
13. What is your "Marketing " philosophy?
14. How do you deploy marketing systems to work toward your goals?
15. How do you check your business financial temperature?
16. Has there ever been any crisis in your life? What did you learn from it?
17. Do you up keep your business? ROI or value for you? (IP)
18. The U.S. has been in the center of the Universe (from most American's stand point) for the past 20 years. How should we prepare into the future (both personally and professionally)?
19. How do you pay forward the success you have now? Or is that even an option?
20. Who has influenced you most in your business and personal life?
21. What's next for you?
22. What makes a business valuable?

Step 2 - Please fill out the following assessments prior to the interview:

[Complete of on-line assessment](#) (it will take about 15 to 20 min.)