

CONDUCTING A **PRE-MORTEM**

Just as a post-mortem is an examination of what killed something after it has died, a pre-mortem is an examination of what might have killed something conducted prior to its death.

Imagine that your business was an absolute failure – that your perfect vision of success was killed during execution. Knowing what you know about your current situation, think of as many causes of death for your business as you can think of given the time constraints.

From the causes of death that you've identified above, select three things you could start to address within the next 1-4 weeks. For each one, consider how you could avoid or minimise it:

First cause of death to avoid:

Second cause of death to avoid:

Third cause of death to avoid: