

## Tool #13 – Perspective Flip (Entrepreneurs)

|                  |                             |
|------------------|-----------------------------|
| Name: _____      | Date: _____                 |
| Email: _____     | Phone/Extension: _____      |
| Team/Role: _____ | Company / Department: _____ |

Q1

**What idea, plan, or challenge is being considered?**

Help: State it clearly. If unsure, write 'Not sure yet.'

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Q2

**Is this from a customer, investor, partner, or outsider?**

Help: Write the role. If unsure, write 'Not sure yet.'

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Q3

**What might they think about this idea?**

Help: Write one thought. If unsure, write 'Not sure yet.'

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Q4

**Anything else they might think?**

Help: Add another idea if you want. Leave blank if not.

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Q5

### Why might they see it that way?

Help: Write one reason. If unsure, write 'Not sure yet.'

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Q6

### Any other reasons?

Help: Add more if you want. Leave blank if not

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Q7

### How could this perspective change how I run or grow my business?

Help: Explain simply. If unsure, write 'Not sure yet.'

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