

## The Most Important Business Questions to Ask

Written by Steve Marr  
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The best management guru of the 20th century in my view was Peter Drucker. I've read many of his books and had an opportunity to meet him at a seminar many years ago. It was a highlight in my business education.

One of the books he wrote was *The Five Most Important Questions You'll Ever Ask Your Organization*. I strongly recommend you pick up a copy and read the book.

The five questions are:

1. What is our mission?
2. Who is your customer?
3. What does a customer value?
4. What are our results?
5. What is our plan?

I've covered each of these topics a number of times in different ways and you can search this site for more details on each question.

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My perspective is if you don't ask and effectively answer these questions, you are in a business limbo you may not recognize.

Take a weekend to pray and think through these questions and come up with the best answers you can. You'll save a lot of pain and consulting fees if you work through these questions by yourself without assistance.

We see an example in scripture of asking hard questions: "When the queen of Sheba heard of Solomon's fame, which brought honor to the name of the LORD, she came to test him with hard questions." (1 Kings 10:1, NLT) In Peter Drucker's many books he challenges us to ask the hard questions and answer them to be effective in business. Put it on this month's task list. Don't procrastinate your way into a crisis.

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