**SEVEN QUESTIONS TO ASK DURING QUARTERLY PLANNING**

1. What is your BEST performing program, product or service?

2. What is your WORST performing program, product or service?

3. What is your MOST profitable program, product or service?

4. What is your LEAST Profitable program, product or service?

5. What is your most OPTIMIZED activity?

6. What are your least OPTIMIZED activities?

7. What program, product or service brings you the most JOY?