

Personal Related:

1. Can You tell me something about your own career and how you got to your current position?
2. What is different about your organization today compared to when you joined?
3. What things are you happy about in the company and what are you worried about?
4. What things would you like to do less of, and what activities do you wish you could spend more time on?

Competitive landscape:

1. Why do you think you are better than your competition?
2. What is your unique value proposition or differentiation factor?
3. Where is your company lagging behind your competition all the time?
4. What is the one thing you could change in the organization to cause radical competitive advantages?

Clients related:

1. Who are your best clients?
2. What makes them happy, engaged and loyal?
3. What makes them sad, mad, or angry?
4. How do you communicate and collaborate with them?

Growth related:

1. What was the growth rate of the company in the last 3 years?
2. How you are going to maintain/restart the growth rate in the future?
3. What new markets do you want to enter?
4. What are the new products/services you want to launch?

Marketing related:

1. How would you describe your marketing strategy and activities?
2. How do people get to know about your business and services?
3. Has online marketing worked for you? How?
4. What is the main reason you use or do not use corporate social media?

Sales related:

1. What are the key elements of the sales process?
2. Is your sales predictable enough for your cashflow?
3. Do sales require your personal attention?
4. What is the one thing you would change to create more sales?

Operation Efficiency Related:

1. What are the most challenging processes in the organization? Why?
2. What are the most challenging business areas, departments and people? Why?
3. What processes are unique to your company/industry?
4. What business areas require radical change in the near future? Why?

Management Related:

1. What are your main challenges as a manager? What initiatives you are working right now?
2. What are the main challenges of the personal productivity of the managers, employees?
3. What are the main challenges on the company? Communication? Collaboration?
4. What is the main challenge for your company to become more "digital"?