

# Leading a Strengths-Based Business or Practice

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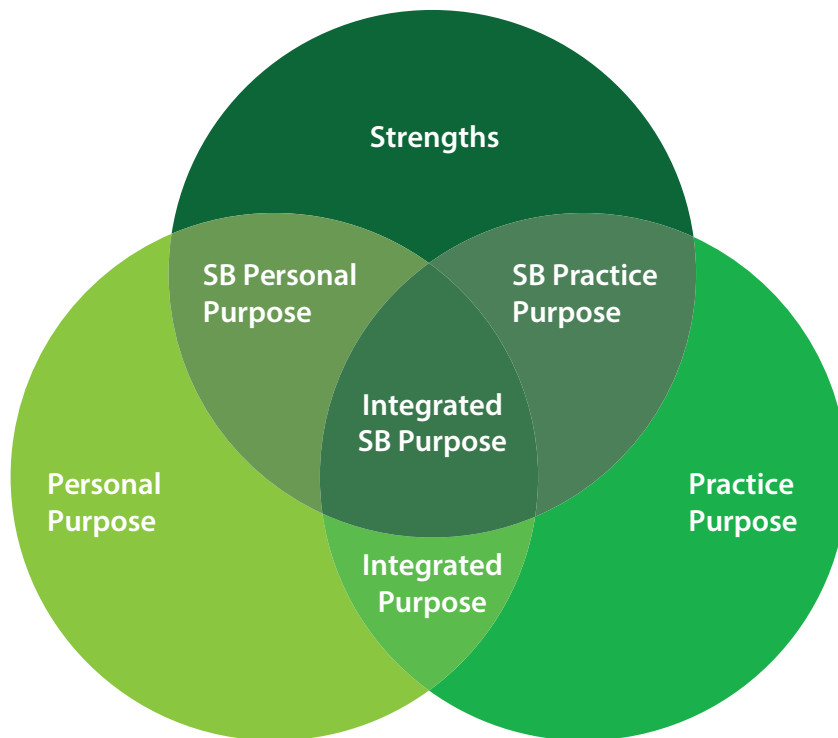


## Practice vs Business

Inspired by and adapted from The Thought Leaders Practice, by Matt Church, Peter Cook and Scott Stein.

Practice	Business
Practice owner as thought leader / influencer	Business owner as leader / manager
Leverage practice owner's talent in the service of clients	Leverage the talents of the team to delight customers
Usually service	Can be product or service
Small team	Big team
Can be funded from cashflow	Requires start up funding
High profit margin	Low profit margin
Convert practice cashflow into the personal investments of the practice owner	Accumulate business assets to increase value
Maximise a legacy before retirement and closing the practice	Build a saleable legacy
PracticeOwnerName.com	BusinessName.com
Low startup cost	High start up cost
Has no value outside of the founder	Has value outside founder
Highly agile and responsive to market	Less agile and responsive

## Strengths-Based Purpose



## Greatest Imaginable Challenge

