Last Year, Honestly

The 12 months you've just had, looked at properly, before you decide anything about the next 12.



- ABOUT 20 MINUTES
- YOU DON'T NEED ANY FIGURES
- NOBODY SEES THIS BUT YOU

1. The year in ONE line

Don't overthink it. If you had to sum up the last 12 months in one sentence, what would it be? Gut answer, write it fast.

2. Three things that went RIGHT

Not three things you're proud of. Three things that worked. Even small or accidental wins matter here.

3. Three things that DIDN'T

Things you started and didn't finish, or finished and wished you hadn't.

4. What did you set out to do, this time last year? Whatever you can remember, written down or not. New Year's resolutions count. So does "get my website sorted."	Done? tick or cross, no scoring

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5. The thing you kept doing

What did you carry on doing all year, knowing it wasn't working?

6. The repeat offenders

Look back at what you set out to do. Which of those have you now promised yourself more than once? And for each one … **WHY didn't it happen?**

Be specific. "No time" isn't a reason, but it's a clue to the *real* reason.

7. Where the year actually went

	Too much	About right	Not enough
Serving customers			
Admin and paperwork			
Marketing			
Team			
Firefighting			
Working *on* the business			
You, rest, family, a life			

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8. The numbers (if you have them - optional)

	Up	Flat	Down
Turnover			
Profit			
Client count			
Average bill			
Team size			

If you don't know these, move on. We'll sort that later. It isn't the point of this sheet.

9. The honest bit

What do you wish you'd said 'no' to?

What are you quietly dreading about next year?

What would have made this year feel like a good one?

10. ONE line, again

Go back to page 1 and read what you wrote. Now you've actually looked at it, would you still describe the year that way?

AND ZERO BLOODY MOOD BOARDS!

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