

CHECKLIST

IMPORTANT CONSIDERATIONS AS YOU GO THROUGH THE CHECKLIST...

As you go through each one of the sections, you may ask yourself if all of the items apply to you. Especially if you are an artist, work within a corporation, or have specific projects that do not fall into a vision of independence and power to make decisions.

However, you always have a choice. Sometimes we are not aware of the importance of our actions, because they get lost in a chain of command or long procedures. Nonetheless, you are important always. You make a difference always. Every one of your actions and choices has an impact on the economy in different ways, as a consumer, producer, server, or staff member. And, furthermore, everything that happens in a world of production, income, and resources, affects you. It has an impact on your quality of life, your plans and opportunities, and your choices.

So do all items apply to you? Yes! Even if you work on your own. Even if you work online. Our sense of community is evolving and so is our personal involvement.

Are all these items possible to fulfill? Yes! Aren't they just for the privileged? No! Small actions have big impact. Are they expensive? No! It may be slow and require patience, but it can be done without too much investment.



Running a *good* business

CHECKLIST

GOOD FOR ME

- ☐ My business activities are aligned with my values and beliefs.
- ☐ I have time every day to eat and sleep properly.
- ☐ I have time every day to talk to my friends and loved ones.
- ☐ I have people around me who can provide good advice and support.
- ☐ I learn new things every week.
- ☐ My income allows me to pay for my well-being and business expenses.
- ☐ At the end of a long day I can say "It was worth it."

GOOD FOR COWORKERS AND SUPPLIERS

- ☐ People gladly join me in problem-solving and new ideas.
- ☐ I know the names, skills, and strengths of people who work with me.
- ☐ People gladly join me in problem-solving and new ideas.
- ☐ I am happy to help others to complete their task if needed.
- ☐ I pay suppliers in time without excuses or bargaining.
- ☐ Others recommend my work and skills.
- ☐ I would recommend people who work with me to others.



Running a *good* business

CHECKLIST

GOOD FOR THE COMMUNITY

- ☐ I recognize the impact that my business has in my community.
- ☐ I engage with other businesses or peers in my industry.
- ☐ My business growth is based on collaboration and best practices.
- ☐ My business adheres to laws and regulations.
- ☐ If my business does well, it generates positive impact on others.
- ☐ My business is honest about its ingredients/process/practice.

GOOD FOR THE PLANET

- ☐ The waste my business generates is reused, recycled or treated?
- ☐ There are plants, music, or recreational areas in my business.
- ☐ My business continuously looks for better and cleaner ways to run.
- ☐ My business practices respect international treaties and standards.

This is a starting point. If you're interested in going deeper or want ideas, strategies and ways for you to develop a full-rounded GOOD business, I'm more than happy to assist! I've worked with artists, corporations, entrepreneurs, and NGO's worldwide. There's always a way to improve! Visit axsantibanez.com to learn more.