

# How can I build more curiosity into my business?

Curiosity is a valuable tool to take your business forward. Use it to deepen your understanding and grow your business. It's time to be curious about...

1

## Your own business and team

Do you know your business as well as you think? Look for untapped potential, customer attitudes and future events like staff retirement or new markets.

2

## Your community

What's happening on your doorstep? Curiosity about your community's needs, local opportunities, location-based grants and your area's unique culture can help you harness the power to grow your business.

3

## Your industry

What are the latest trends in your sector and what do they mean for you? Think beyond opportunities and threats – remember that knowledge is valuable too and could help you in future.

4

## External forces

Decisions at government level are beyond your control, but being curious about developments and following them closely can help you understand them better and build resilience into your business.



And if you need help with researching new data, analysing your findings, setting new business goals or delivering on your updated plan, visit [www.getaheadva.com](http://www.getaheadva.com).