

## 2 WHAT ARE YOUR MOTIVATIONS?

The first step in a business transfer is to identify and examine the motivations of both the transferor(s) and the successor(s).

### The objectives:

Motivation is what gets us started, what keeps us moving forward during difficult times, what fuels our creativity and what drives our desire to learn and grow.

### The tools:

To help us understand your motivations and provide you with effective guidance, circle the statements below that best describe your reasons for wanting to acquire a business:

1. I'm passionate about agriculture.
2. I want to continue the legacy started by my father, my mother, my relatives, my business partners.
3. I want to be my own boss.
4. I want to achieve my full potential.
5. I don't want to disappoint the family.
6. I want recognition from the people around me.
7. I've always wanted to own a business.
8. I like to be in charge and decide what needs to get done.
9. I want to create my own work team, because I believe in the importance of a management team.
10. I don't have a job so it's a good way for me to be employed.
11. I'm a risk taker.
12. I want to make money and I know I'll work hard.
13. I like challenges.
14. Buying a business is a way to leave a valuable legacy to my children.
15. I want to develop and grow the business in which I'm involved.
16. I want to contribute to the economic development of my region.
17. I'm dynamic, determined and full of energy. I may as well build something for myself.
18. I have money that I'd like to invest in an agricultural business.
19. I'm willing to make sacrifices to succeed in business and work for myself.
20. I want to innovate, create and build something new.
21. Other motivations: \_\_\_\_\_

## Interpretation of the results:

If you circled **between 16 and 20 points** and have a large number of points from items 1, 3, 4, 7, 8, 9, 13, 15, 16, 17, 19 and 20.

### **A. You are highly motivated to become a business owner**

Your motivation is solidly grounded. There is a good chance that your motivation will remain consistent throughout your career as an entrepreneur. Your challenge will be to foster your determination and communicate this drive to each team member, even during difficult times. While being a business owner is hugely rewarding, it's also extremely demanding and sometimes leaves little time for other activities. You must cultivate your interest in being a business owner and know how to surround yourself with the right people.

If you circled **between 10 and 15 points**.

### **B. You are somewhat motivated to become a business owner**

A somewhat motivated person will have more difficulty staying focused and a greater tendency to retreat into the shadows or jump ship altogether during difficult times. A business with no leadership or direction will never reach its full potential. Taking over the family business is a personal choice that must, above all, be motivated by a real desire to be at the helm. This decision must not be based solely on external reasons or pressures.

You are responsible for your own actions and personal motivation. To help keep you focused and motivated, consider using the services of a coach or mentor. Motivation is often linked to a person's power to make decisions, which can sometimes be a challenge during the co-ownership period. The rapid implementation of an effective, two-way communication system with the transferors will create an atmosphere of trust.

If you circled less than **10 points**.

### **C. You are not very motivated to become a business owner**

If your motivation to become a business owner is low, we suggest you continue your reflection without necessarily abandoning the idea. Try to adopt a philosophy based on the principle that you are a student of life and that life is your teacher. This way, you will be more open to learning, understanding and feeling what really motivates you in life. Remember that whatever you choose to pursue, you will always be a winner.