

	Am I ready for the task and what should I be aware of regarding the work itself and that of caring for myself?	Chapter 4 on the people in the organization. The section. 'Work psychology'
The company's product and market, as well as the competitive situation	Conduct a strategic analysis to answer the following questions, among others: What are the customer needs that the company must cover? Who are the competitors and how do we differentiate ourselves from them? Is the market growing?	Chapter 10 on the organization's strategy
How should I relate to the environment and society?	My stakeholder analysis must be extended to include authorities, local communities, etc.	Chapter 7 The organization's environment and society
How do I develop the product so it's ready for marketing and sales?	I need help to work on creativity and innovation.	Chapter 10 on the organization's strategy. The section, 'Strategic Analysis – stakeholder analysis' Chapter 9 on the processes of the organization. The section on 'Creativity and innovation'
How do I sell and market my product?	I need to identify and communicate with stakeholders in a professional manner.	Chapter 9 on the processes of the organization. The section on 'Communication' Chapter 10 on the stakeholder analysis
How will I be as a manager?	Even though I start alone, I quickly need employees. What do I need to know about management?	Chapter 6 on Management
How should my employees be and how should they work together?	I must choose the right employees and they have to work well together. We need to be a small, high-performance team!	Chapter 4 on the people in the organization Chapter 5 on groups and teams in the organization
How should my business be structured?	How should the organization look and in what direction should it evolve? Should I rely on a loose network structure with other smaller companies or on my own employees?	Chapter 3 on the structure of the organization
What values should characterise my organization?	It is already important to shape the company's culture .	Chapter 8 on the culture and values of the organization
How do I make the right decisions?	I really must think about this, but also to take the opportunities offered.	Chapter 9 on the processes of the organization. The section on Decisions
How do I implement what I want?	I must establish and implement the project – the establishment of Zinnia's company – even if my surroundings resist.	Chapter 11 on project and change management

FIGURE 12.2  
Zenja's list.