



10 CONVERSATIONS TO HAVE WITH YOUR BUSINESS PARTNER EVERY QUARTER

Prevent breakdowns with a sit-down.

Why use this?

Business partners often fall into the trap of only talking when there's a fire. These 10 questions create a standing agenda to stay aligned—before decisions become disputes. Quarterly check-ins matter more than annual ones because business moves fast, and small misalignments can become major conflicts if left unchecked.

✓ The 10 Quarterly Check-In Questions:

Big Picture Check In:

1. Has anything shifted in your personal or professional goals that impacts the business?

Why it matters: You may still share a vision—but not the same destination or timeline.

2. Red Flags and Unspoken Stuff- Is there anything you are worried about, frustrated with, or holding back on?

Why it matters: This is your vent-and-validate space. Silent stress leads to messy exits.

3. Outside Involvement or Side Projects- Have either of us taken on anything that impacts our time, attention, or creates potential conflicts of interest?

Why it matters: This is where early signs of disengagement or imbalance show up. For example, consulting for a competitor or starting a side business that demands significant time.

4. Roles Check- Are we both still clear on our responsibilities? Are there bottlenecks or burnout concerns?

Why it matters: If one partner's overloaded, resentment builds fast.



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Financial Check In:

5. Cash Flow and Profit Distribution- Are we in agreement about what happens with profits this quarter? Reinvest, distribute, or reserve?

Why it matters: Differing expectations here can quietly explode later.

6. Debt and Liability Decisions- Are we considering any new lines of credit, equipment financing, or taking on obligations?

Why it matters: A surprise SBA loan can create a serious trust breakdown.

Operations Check In:

7. Key Hires or Staffing Changes- Do we need to hire/fire/promote anyone? Who has final say on hiring decisions?

Why it matters: Unilateral hiring can strain culture—and budgets.

8. Sales + Revenue Strategy- What are our key offers or focuses for the next quarter? Are we aligned on pricing and goals?

Why it matters: This directly affects marketing, operations, and forecasting.

9. Legal or Compliance Needs- Do we need to review contracts, insurance, employee policies, or licensing updates?

Why it matters: Staying ahead of legal updates protects everyone—and prevents finger pointing later.

10. Succession Planning + Key Person Coverage- If something happened to one of us—could the business keep going? Do we have updated buy/sell agreements?

Why it matters: This includes succession planning, buy/sell triggers, and ensuring key responsibilities can be covered.



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BONUS Check In:

Customer/Market Feedback Review- What are we hearing from customers that might affect our direction? Any market shifts we need to address?

Why it matters: Partners need to stay aligned on market changes and customer needs to make smart strategic decisions.

✦ How to Use This Tool:

- Schedule a 90-minute quarterly check-in. No phones, no distractions.
- Use this list to guide your agenda—print it or keep it on a shared doc.
- Write down agreed-upon action steps and store them with your business documents.
- If anything feels tricky, bring in a neutral third party (CPA, coach, or yes—a lawyer).

Next Steps:

Schedule your Q₃ check-in within the next two weeks

Send this agenda to your partner beforehand so they can prepare

Set a follow-up date to review your action items

Add your Q₄ check-in to the calendar before you wrap up

✦ **Q₃ Timing Considerations:** Since you're in Q₃, this is perfect timing to align on year-end planning, holiday season preparations, and setting the stage for Q₄ goals and next year's strategy.