

BUSINESS OBSERVATION LAB

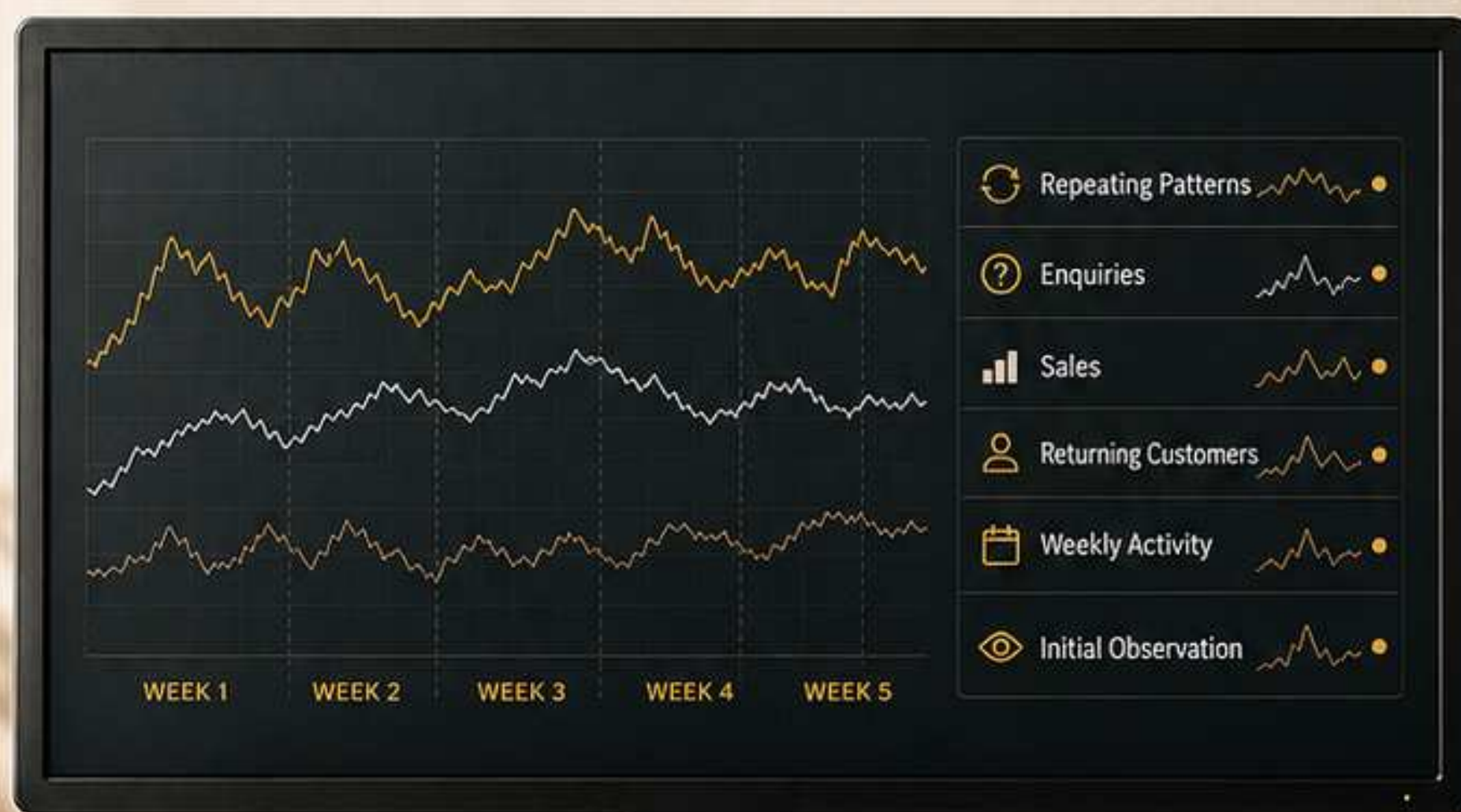
BUSINESS SIGNAL STARTER

Before something becomes obvious,
there are often signs that have already begun to *repeat*.

A short guide to noticing what is easy to miss
before making your next business decision.



A 5-minute observation read



CLOSE LOOK • 01

You Don't Need to Find What Is Wrong Yet.

Start by noticing what happens on an ordinary day.

Important things in a business rarely arrive with a clear warning.

Sometimes they first appear through things we have become too used to seeing.

The same enquiry again.

The same person still handling what no one else can resolve.

Sales still coming in, but no clear sense of what is actually making people buy.

None of this automatically means something is wrong.

And for now, you do not need to decide what it means.

Just pay attention to what is happening — especially what has started to repeat.

The same enquiry again

Still waiting for the owner

The same customer came back

OBSERVATION NOTES

IN THE NEXT 5 MINUTES



SEE



NOTICE



RECORD



CHOOSE WHAT
TO WATCH NEXT

You do not need to decide what it means yet. You do not need to make a decision yet.

CLOSE LOOK • 02

What Actually Happened Today?

Start by recording what truly happened.

In a single day, many things happen without attracting much attention.

Some of them seem ordinary simply because we have seen them many times before.

For now, do not look for the reason behind them. Just record what happened.



What do you notice?

For now, simply look at what is on the page.

TODAY'S RECORD

9:10 AM

A customer asked about price.



10:25 AM

A returning customer came back.



11:40 AM

One order was confirmed.



1:30 PM

One task was still waiting for the owner.



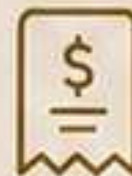
3:15 PM

Another customer asked a similar question.



5:05 PM

Another sale was recorded before the day ended.



CLOSE LOOK • 03

Look Again.

Some things only begin to stand out when you look at them a second time.

At first glance, these six events may look like ordinary things that happened during the day.

But when you look again, one of them appears more than once.

A similar enquiry came up again.

Other events appear only once in this record.

Not everything on the page needs to be read in the same way.

What matters now is simply noticing what repeats.



What repeats?

For now, do not decide what it means. Just mark what happened more than once.

TODAY'S RECORD

- 9:10 AM
A customer asked about price.

...
- 10:25 AM
A returning customer came back.

↻
- 11:40 AM
One order was confirmed.

✓
- 1:30 PM
One task was still waiting for the owner.

🕒
- 3:15 PM
Another customer asked a similar question.

...
- 5:05 PM
Another sale was recorded before the day ended.

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CLOSE LOOK • 04

Don't Stop at One Day.

Look for what still appears across different days.

In a single day, many things can be noticed.

But what happens on one day may also be shaped by a particular situation.

Payday.

The weekend.

A promotion.

The weather.

The kind of customers who showed up.

That is why something that appears once is not enough to read as a pattern.

Look instead for what continues to appear across different days.



What Still Shows Up?

Compare the three days.

For now, simply mark what appears again.

THREE DAYS OF OBSERVATION

Notes from three different days.

MONDAY



A price enquiry came in.



One order was confirmed.



One task was still waiting for the owner.



A returning customer came back.



One sale was recorded.

WEDNESDAY



A price enquiry came up again.



A returning customer came back.



One task was still waiting for the owner.



New stock arrived.



Sales were slightly higher than usual.

SATURDAY



A price enquiry appeared again.



Several orders were confirmed.



A new customer arrived.



One task was still waiting for the owner.



Several sales were recorded.



CLOSE LOOK • 05

Repetition Is Not a Conclusion.

Repetition tells you what deserves a closer look. It does not yet explain why something is happening.

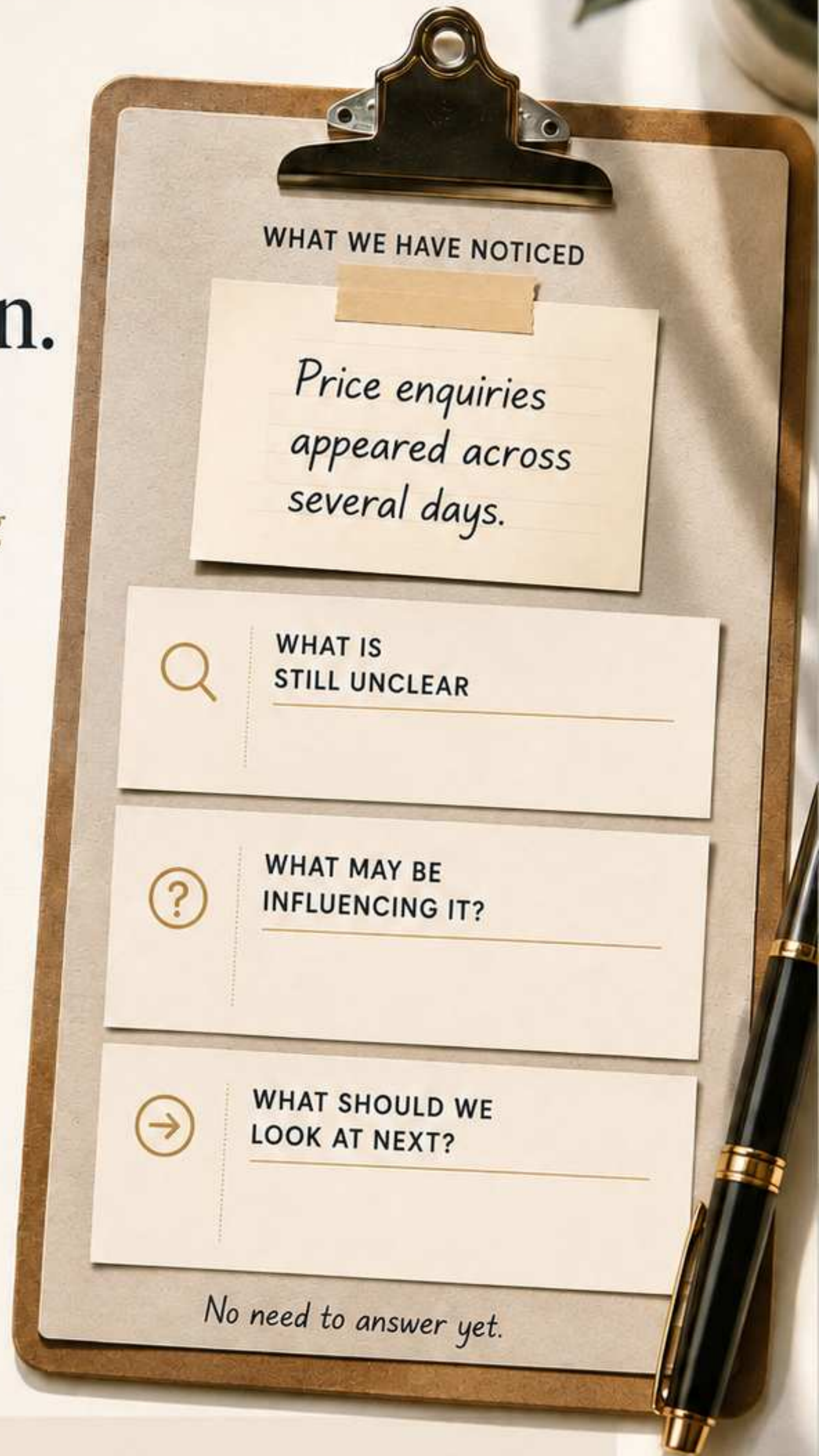
When something appears more than once, it deserves attention.

But repetition alone does not explain why it is happening.

Two businesses can show the same pattern for very different reasons.

So there is no need to label what repeats as good or bad.

For now, we know something useful: this is where closer observation should begin.



WHAT WE HAVE NOTICED

Price enquiries
appeared across
several days.



WHAT IS
STILL UNCLEAR



WHAT MAY BE
INFLUENCING IT?



WHAT SHOULD WE
LOOK AT NEXT?

No need to answer yet.



A Signal Is Not a Conclusion.

Repetition helps you see what deserves a closer look. It does not give you the answer.



CLOSE LOOK • 06

Now, Look at Your Business.

Start with one thing you have noticed more than once.



You do not need to review the whole business.



Think of one thing that has happened more than once recently.



It may relate to customers, sales, day-to-day work, or something that still regularly needs your attention.



Write down only what you have actually noticed.



Then note when it tends to happen and what you still do not know about it.

60-SECOND NOTE



01 What have I noticed more than once?

02 When does it usually happen?

03 What do I still not know about this?



This is your starting point.

*One recurring observation is enough to begin.
Next, widen the view and see whether other parts
of your business are showing signals worth noticing.*



NEXT STEP

See Your Business Signals More Clearly.

Continue this first observation with a short scan designed to help you see which part of your business deserves attention first.

Quick Signal Scan (QSS) is the free next step after Signal Starter. In about five minutes, it gives you an initial reading of your business, highlights the signal that stands out most, and suggests one small step to pay attention to next.



20 short questions

Focus on what matters most.



About 5 minutes

Quick, simple, and useful.



Initial reading

See which signal stands out.



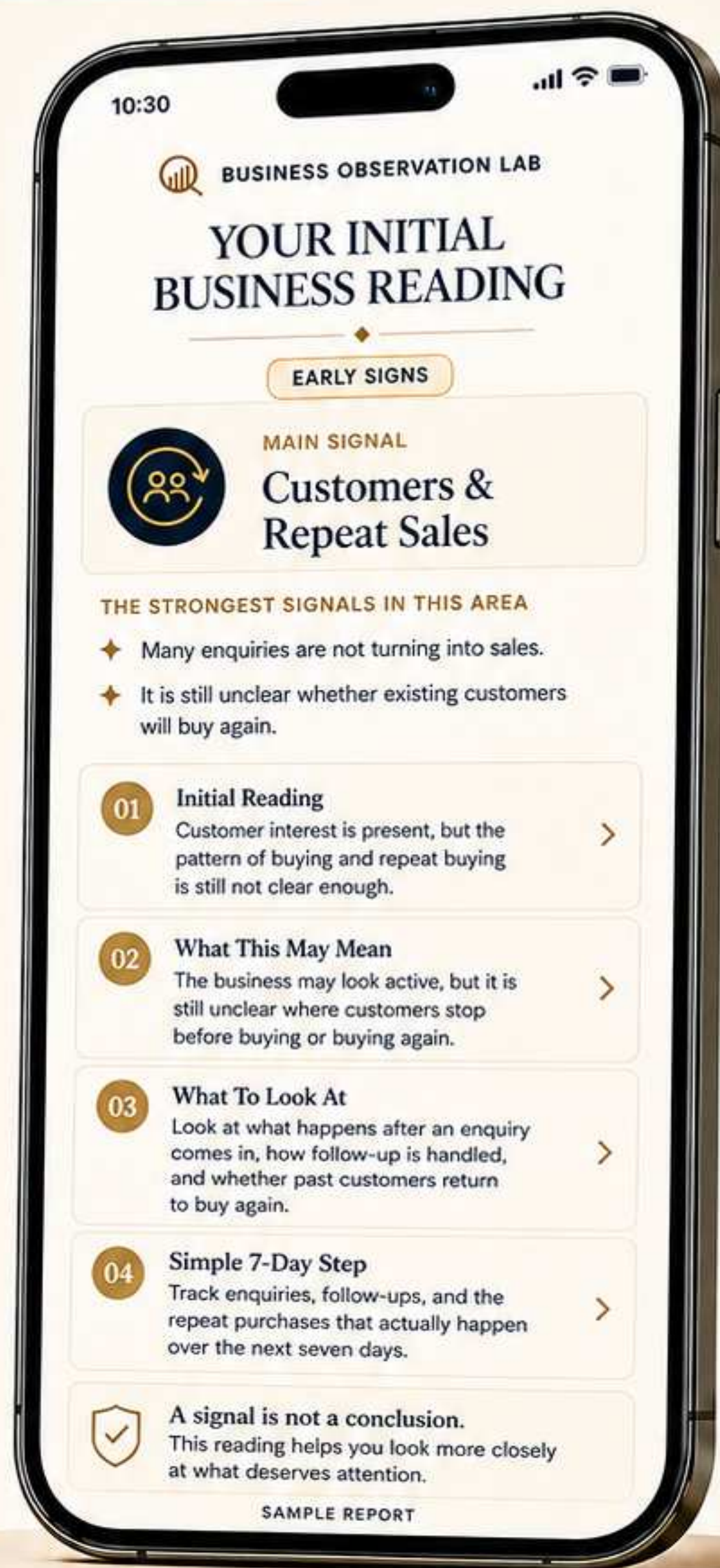
A small 7-day step

Know what to watch next.



READ AGAIN

A signal is not a conclusion. QSS helps you see what deserves attention first.



★ **FREE** ★

Scan the QR or
tap the link to
begin now.

businessobservationlab.com/en/qss

