

O'nr

The Owner's Intent Framework

What's the purpose behind your business?

Most owners start with a vision - freedom, impact, flexibility, legacy. But over time, it's easy to lose sight of that original intent. The demands of running a business can pull you into survival mode and before long, the dream you built starts to feel like a burden.

That's why we created the Owner's Intent Framework. This framework is intended to help you name what really matters, realign your decisions, and lead with clarity.

Whether you're in a season of growth, transition, or simply needing a reset, this tool will help you reconnect with the deeper reason you chose this path in the first place.

STEP 1

The Importance of Developing Your Owner's Intent

Your Owner's Intent brings clarity to your long-term vision and serves as a guide for your decisions. Use the questions below to reflect on what outcome feels most aligned with your values, your goals, and the legacy you want to build.

What is your intention as a
Business Owner?

Are you building
a legacy for
future
generations?
E.g. your kids?

Focus on leadership development, creating a culture that aligns with your values, and ensuring that the business can run smoothly without your direct involvement when you hand it off.

Do you want to
sell the business
eventually?

Focus on building processes, delegating tasks, and creating a leadership team that can run the business without you. Develop a list of value accelerators and remain focused on them to maximize value.

Do you aim to
take the business
public?

Focus on large-scale growth, market positioning, and building a brand that can compete on a national or global scale.

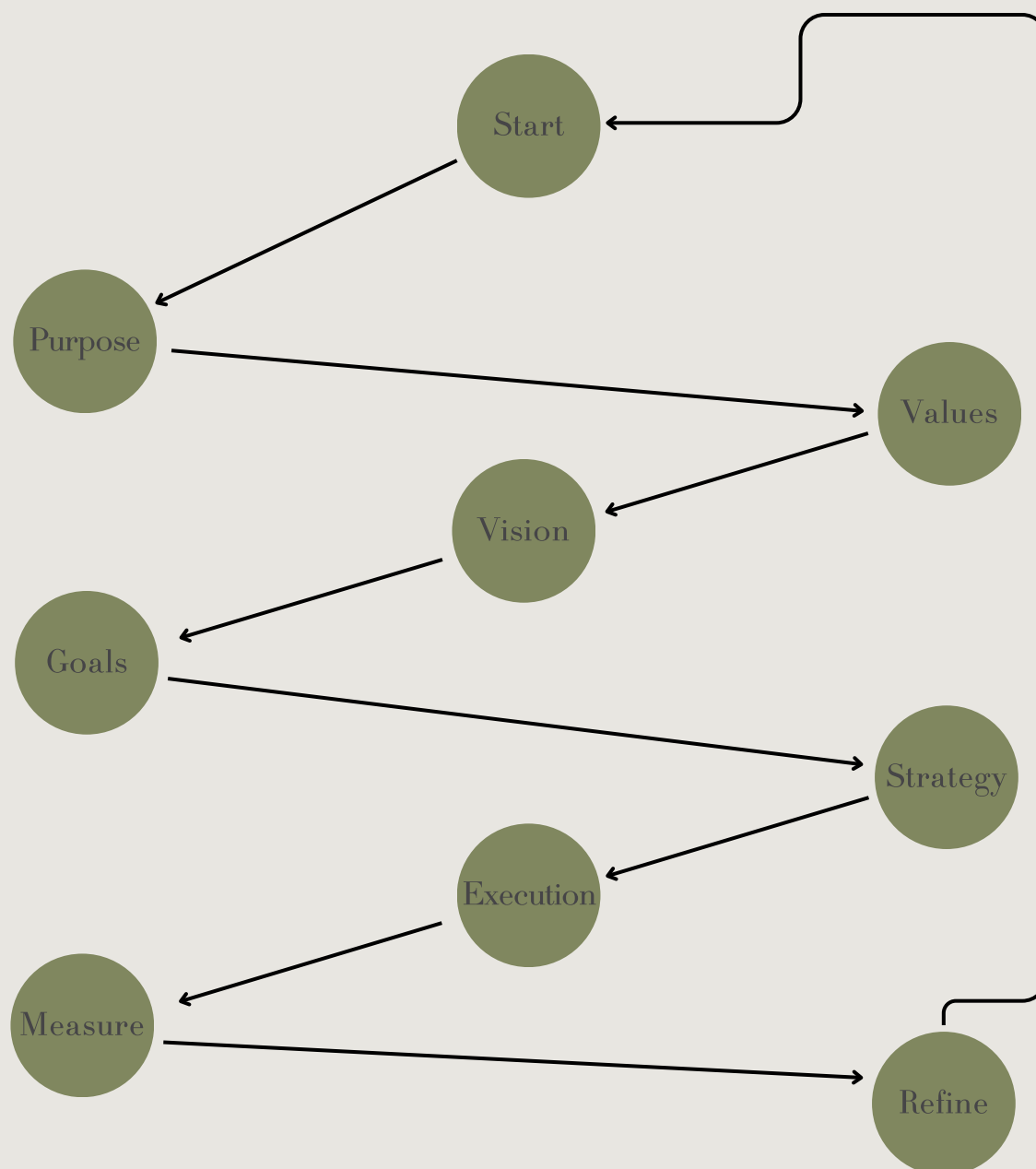
Do you want your
business to
support your
lifestyle?

Focus on building strong relationships with clients, creating systems that work efficiently, and finding a rhythm that suits your lifestyle.

STEP 2

Owner's Intent Flowchart

Here's another visual for developing and refining your Owner's Intent. If you have been in business for a long time, consider refining your Owner's Intent.



STEP 3

Define Your Owner's Intent

This is your space to put language around what you truly want your business to do for you, your family, and your future. Use the framework on the previous pages to develop your Owner's Intent, as it will serve as a foundation for your business.

My Owner's Intent



WANT MORE SUPPORT ON YOUR JOURNEY?

O'nr is a nonprofit dedicated to educating business owners who want to lead with greater purpose, protect what matters most, and build something that lasts beyond themselves.

We create space for business owners to pause, reflect, and reconnect with the deeper reasons they started their business in the first place.

- Free live-action documentary filled with real stories and proven methods from successful entrepreneurs and business owners, Bryan and Shannon Miles.
- Donation-based coursework designed to inspire growth and learning through dynamic episodes.
- Intentionally curated resources that provide guidance for meaningful business and personal growth.

This framework is just one step toward building a business that serves your life, not consumes it.

You are not alone, and you don't have to figure it all out alone.

SCAN TO EXPLORE MORE

Use the QR code below to access our free documentary, supporting tools, and ways to engage with the O'nr community.



Questions or want to reach out?
Email us at: community@o-nr.org