Ten Questions Quick Reference

Executive Guide to Leading Catalysts | John Coné

1. WHAT ARE YOU SEEING THAT YOU THINK WE SHOULD BE PAYING ATTENTION TO?
2. WHAT MIGHT WE BE MISSING ABOUT THIS PROBLEM?
3. WHO ELSE SEES A PIECE OF THIS THAT WE SHOULD HEAR?
4. WHAT DO WE ALREADY KNOW OR HAVE THAT WE AREN'T USING?
5. WHERE IS SOMETHING WORKING THAT WE COULD LEARN FROM?
6. WHAT CONNECTION COULD WE MAKE THAT MIGHT HELP?
7. WHAT COULD WE TRY BEFORE WE MAKE A BIGGER COMMITMENT?
8. WHAT ARE WE LEARNING FROM THE WORK THAT IS ALREADY HAPPENING?
9. IF THIS WORKS, WHAT WILL THE BUSINESS BE BETTER ABLE TO DO?
10. WHAT ARE WE GOING TO BE ABLE TO DO OURSELVES NEXT TIME?

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