BUSINESS QUESTIONS

“It takes a special kind of compass to explore the world’s future possibilities.

Dassault Systemes ([www.3ds.com/ifwe](http://www.3ds.com/ifwe))

“If we ask the right questions, we can change the world.”

Dassault Systemes ([www.3ds.com/ifwe](http://www.3ds.com/ifwe))

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• “What are you doing to develop leaders?”

• “How will asking yourself this questions change your leadership?”

• “How will asking this question to those you lead change their leadership?”

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How did Walt Disney World Laundry Services lower their annual employee turnover rate from 85% to less than 10%? By asking their “crew members” two questions:

• What can we do to make your job easier?

• What changes would you recommend to serve our Guests better?

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KEEP-STOP-START (from Dave Baseler)

• What are we doing that we should keep doing?

• What are we doing that we should stop doing?

• What are we not doing that we should start doing?

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• What is our unique market position?

• What can we do that others can’t?

• How can we maximize our positive uniqueness?

• How can we optimize our \_\_\_\_\_\_\_\_\_\_\_\_\_?

• What haven’t we thought of?

• What can we try?

• What are you working on?

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• What’s the most important thing I must accomplish tomorrow?

• Who’s the most important person(s) in my life, and what am I doing for him/her/them?

• How will I fulfill the purpose of my business?

• How will I set myself apart in the marketplace?

• Who’s my target market?

• How will I reach my target market?

• Identify a current problem in your organization; then write profound questions that will lead to its cause, dimensions, impact and solution.

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What future developments do you foresee for your industry?

What qualities and skills will be required of those entering your field?

Who can begin developing them now?

What is the role of a Christian in business?

How would you assess the general performance of Christians in your field today?

How do you decide what is right and what is wrong?

Who is your customer?

How do you measure quality in your field?

What are the three most important things you look for in a prospective employee?

What would tip the scales in your decision about \_\_\_\_\_\_\_\_?

What would be a deal-breaker in your decision about \_\_\_\_\_\_?

How are you perceived by your peers?

What is your job description?

What type of change do you want to bring about in your \_\_\_\_\_\_\_?

What would be the top three challenges in doing so?

What would it take for you and/or your organization to become recognized as the best in your field?

What is your understanding of the various learning styles?

What type of continuing education are you involved in?

What are your key strengths? What success do you have in delegating tasks that lie in your areas of weakness?

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Lysa TerKeurst says the most important thing you can do in marketing is create powerful conversations around your product or service. In other words, [make your products remark-able](http://michaelhyatt.com/016-the-how-of-wow-podcast.html).

How do you do this? She suggests three ways:

Identify the felt need. The time to consider the marketing is in the concept phase. At this point, you must study your tribe and their felt needs. A felt need is either the question they are asking or the problem they want solved.

Formulate a promise. This is the answer to their question or the solution to their need. Your job as a marketer is not to answer every question or solve every problem. You have to limit your focus to the questions and problems they have.

Focus on your value. No one is looking to buy your products per se. Instead, they are looking to get their needs met. As marketers, that means you have to frame your product as the answer to their question or the solution to their problem.

From this three-step process comes a series of value statements. Here are a few examples from Lysa’s newest book, [Unglued](http://www.amazon.com/exec/obidos/ASIN/0310332796/mhyatt-20), which is also a New York Times bestseller:

Know with confidence how to resolve conflict in your important relationships.

Find peace in your most difficult relationships as you learn to be honest but kind when offended.

Identify what type of reactor you are and how to significantly improve your communication.

Respond with no regrets by managing your tendencies to stuff, explode, or react somewhere in between.

Gain a deep sense of calm by responding to situations out of your control without acting out of control.

According to Lysa, these “value statements” should appear on the product, in our marketing copy, and whenever we have the opportunity to talk with our prospects.

While Lysa primarily talks about marketing a book, the principles apply to any product or service.

She goes on to talk about the importance of taking control over what you can control and not fretting over the rest. Making our products remark-able is one of the best ways to do just that.

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From Help Them Grow or Watch Them Go by Beverly Kaye and Julie Winkle Giuliani:

HINDSIGHT is a look backward to develop a deep understanding of such things as where employees have been, what they love, and what they’re  good at.  This backwards glance is essential for moving forward!

HINDSIGHT Questions: With the employee, create a list of the various positions, roles, and jobs she has held. For each position, role, or job, ask the following questions:

Which parts brought you joy, energy, and a sense of persistence?

Which parts led to boredom, disengagement, and a sense of just going through the motions?

What have you always been naturally good at?

What can’t you keep yourself from doing?

• What kind of work have you typically gravitated away from?

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Three questions leaders should ask regularly to help team members’ engagement (by Joe Baker):

1. What do you like most about your job?
2. If you could change one thing about your job, what would it be?
3. What do you want your career to look like 5-10 years from now?

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EMPOWERING QUESTIONS

Instead of asking the dis-empowering questions such as “Why are you behind schedule?”  or “What’s the problem with this project?” Marilee Adams (1998) suggests that leaders ask questions such as these:

How do you feel about the project thus far?

What have you accomplished so far that you are most pleased with?

How would you describe the way you want this project to turn out?

Which of these objectives do you think will be easiest to accomplish?  Which will be most difficult?

What will be the benefits for our customers if you can meet all these objectives- for our company, for our team, for you personally?

What key things need to happen to achieve the objective?  What kind of support do you need to assure success?

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| CEO transition checklist  By Gary Cohen  1. Have I reflected on the context of my transition—not just from my own perspective, but from that of all key  stakeholders?  2. Have I established in my own mind the time frame and intended outcomes of my leadership transition?  3. Have I established my initial set of priorities with a full understanding of what others expect of me?  4. How will I control my agenda and allocate my time?  5. Have I developed a clear process and time frame for selecting my top team?  6. Have I committed sufficiently to building a relationship with my chairman and board?  7. Do I have a mechanism for building the necessary support office and infrastructure?  8. Have I thought through my communications plan internal and external?  9. Do I have a mechanism for getting balanced feedback and information?  10. Have I established appropriate personal ground rules? |

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| 7 Questions for Great Leaders to Achieve Business Success  Guest Post by Brian Tracy  What is your vision for yourself and your business in the months and years ahead?  7 Questions for Business Leaders  It is in difficult markets that the most successful, long lasting companies, invest more, not less in seven key practices. These principles for sustainable business success are presented here as questions that you must ask yourself:   1. Your Leadership 2. What results are expected of you, and what do your people need from you to contribute their full potential to your business?   2) Your Plan  What is your plan to generate greater sales and profitability, and how is it working? Could there be a better way?  3) Your Team  How do you attract and keep great people and inspire them to perform at their best in achieving business results?  4) Your Product  What are you great at building, who are your ideal customers, and what product or service qualities will attract more of them?  5) Your Marketing  What is your competitive advantage- that factor that makes your product or service superior to anything else available, and how do you convey this message to your potential customers?  6) Your Sales  What must your potential customers be convinced of so that they want to buy from you rather than your competitor?  7) Your Customer Experience  What do customers need and want, and what can you do to make them so happy that they buy from you again and eagerly tell their friends about your business? |