Excerpted from [78 Important Questions Every Leader Should Ask and Answer](http://www.amazon.com/Important-Questions-Leader-Should-Answer-ebook/dp/B000SN33GM/ref%3Dsr_1_1?ie=UTF8&qid=1441044201&sr=8-1&keywords=78+Questions) by Chris Clarke-Epstein with the permission of the publisher. www.change101.com

**Why do you do business with us?**

**Why do you do business with our competition?**

**How and when have we made it hard for you to do business with us?**

**What will you need from us in the future?**

**If you were me, what’s one thing you’d change about my organization?**

**How can we effectively tell you that we’re grateful for your business?**