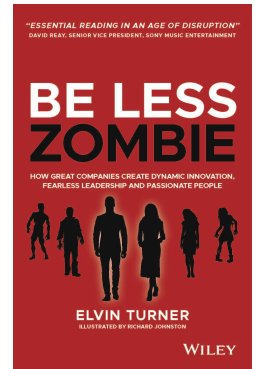# CATALYTIC QUESTIONS

This is a selection from hundreds of questions that I use in my workshops to help teams and organisations move to a higher level of performance. They are a deliberate mix of questions that focus on the key influencers of innovation performance including strategy, customer, culture, organisational friction and business model.

Use them (and those in the book) to spark your own set of questions that help break the power of the status quo over your thinking and dreaming. Better questions usually lead to better innovation, so make questions design a strategic source of competitive advantage.

- What comes next?
- Who do we need to become?
- Why us, why now?
- What are the hardest, fastest, most complex, expensive things we need to learn?
- What questions must we solve faster than competitors? How do we invest and organise accordingly?
- Why will customers still choose us in five years' time?
- If our company died five years from now, what will we regret that we hadn't done today?
- How is my perspective being influenced by my fears?
- How is our perspective being influenced by our biases?
- What can't we see? What else is true?
- What is our responsibility in this situation?
- What is the single-largest drain on our team's performance?
- What is the biggest avoidable hassle that our team has to put up with?
- What do I inspire in the people I work with?
- How teachable am I?
- How am I deliberately drawing out the potential of those around you?
- Who else would benefit from knowing what we know?
- What would failure look like and result in across different dimensions of this project?
- What fills us with the greatest fear? How real is the fear?
- Where do we over-complicate things? Why?
- What mistakes do we keep making? What lessons do we never seem to learn?
- What do we need to stop working on to make room what matters most?
- What hard truths are we avoiding in this situation?

CATALYTIC QUESTIONS
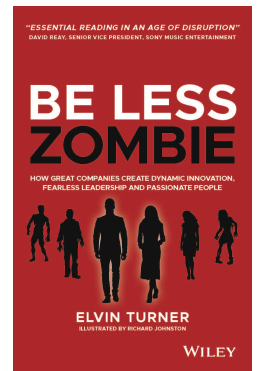
- What are we unwilling to give up yet puts the brakes on the future?
- Where is trust a factor in this issue?
- What stops us learning what we need to in the timescales we need to?
- Are we willing to be more wrong than right?
- If we could only measure one thing what would that be and why?
- What behaviours would that drive (good and bad)?
- How important is that measure today?
- What important but underserved progress are customers trying to make?
- How might future trends impact how they make that progress?
- What stops customers buying more from us?
- Which customers consume most of our resources during the lifecycle of our relationship with them?
- What is the maximum resource we could remove from the customer journey that would have the least impact on sales and satisfaction?
- What would be the positive and negative impacts of automating everything we do?
- Who uses our products in ways or volumes that we never imagined?
- Who is trying to solve a similar problem in a different industry or context? What can we learn? What could others learn from us? Where could we expand?
- What data do we capture through the customer lifecycle and what new value could that data create?
- What do people love and hate the most about the lifecycle of working with us?
- What is the biggest avoidable hassle that our customers have to put up with?
- What's the story your prospective customers tell themselves about you?
- Is it the story you want them to be telling?
- What do you need to change or amplify to make that happen?
- What don't our customers understand that they should? Why?
- What five other business models could we design for each of our products?

Great ideas come from great questions.

Are you making question design a source of competitive advantage
inside your organisation?

If not, get in touch at: elvin.turner@belesszombie.com