

A Dozen Challenging Questions...

At your next team meeting, I encourage you to use these as an icebreaker or conversation starter...

1. The first owner of the Marlboro Company died of lung cancer.
Are you smoking the stuff you're selling?
2. Charles Goodyear invented the rubber tire when he spilled a pot of boiling rubber in his kitchen.
What have you turned your mistakes into?
3. The creator of the Nike Swoosh was paid thirty-five dollars for the design.
Are you placing the proper value on the ideas you create?
4. Bill Gates started Microsoft in the middle of a recession.
Are you waiting for perfect conditions to pursue your dream?
5. American Airlines saved forty thousand dollars a year by eliminating one olive from each salad.
What could you delete that nobody would miss?
6. People visit Jerusalem from halfway around the world, to see something that isn't there.
What is the mythology surrounding your product?
7. When Leo Tolstoy wrote War & Peace, he had thirteen kids.
What distractions are you allowing to keep you from being productive?
8. The Grateful Dead never had any number one hits– but are incredibly popular on tour.
How are you selling the experience of seeing you in person?
9. The founder of Google turned down a job at the White House.
What are you willing to give up in order to follow your passion?
10. Getting a job at an Apple Store is more difficult than getting into an Ivy League university.
How badly do people want to work for you?
11. Half of Japan's bestselling books are written via text message.
What has new technology made possible in your field?
12. The Amazon jungle has nine hundred different species of wasps.
What market could your uniqueness impact that others assume is now flooded?

People don't need more information. They need the initiative to view their world differently!

