

15 QUESTIONS TO INSPIRE INNOVATION

*Looking for a list of provocative questions to inspire ideas?
These will suck the status quo out of any room:*

1. What business are we really in - and how can we focus more on that?
2. What is ONE thing we could do differently that would delight our customers?
3. What leads to breakdowns: our products, our processes, or our people? Why?
4. It's 3 years from today and we're the best company to work for in the industry: What are two things that we had to do to earn this award?
5. Which parts of your job would you most like to eliminate? Why?
6. What would our dream testimonial from a customer say?
7. How could we interact differently with our customers?
8. Who could we partner with to provide new solutions in existing markets?
9. How can our services be turned into physical products? How can our products be turned into a valuable service?
10. If we could hire three people, what unconventional skills would you want them to they have and what jobs would you give them?
11. If we flipped one of our assumptions on its head, what would that look like?
12. What would be the most effective idea for _____, if it wasn't impossible?
13. What are we most afraid our competition will do to us? Why?
14. What problem do we have that somebody else in another industry has experienced? What could we learn from them and apply?
15. What is the simplest thing we could do right now to improve our company?