



Questions for My Business

How do we organize and implement our planning process?
Does the execution of our planning work?
How do we create an accountability culture?
How do we motivate employees to do more and prevent burnout?
What is our culture and how do we create and manage the one we want?
What could put us out of business?
What could our competitor do that would scare the crap out of us?
Who is a good partner?
How do we hire well?
Who is a good client for us?
How do we do a better job of shifting to meet the needs of all generations?
What do we do about the intersection of IT and traditional marketing/branding?
How do we manage risk, but not choke innovation? Must risk to grow, be creative or innovate.
What are we maximizing? Profit, Growth, Opportunity, Our Offering? Why? How?
Why are we in business?
How do we get all the right people in the right seats?
How do we balance Cost vs. Value?
What's the "right" experience for our client?
What's my life like while I'm winning?
How can we be inclusive-age, color, gender-all of it?
Who will run the company after the current CEO retires?
Is leadership development and succession part of the culture?
What's the purpose of our company?
How do we increase the value of our company?
What is the highest and best use of our talents?
How will our HR adjust to an aging, diverse, dense, mobile population?
Are we equipped to deal with change?
What aspects of our business are at risk?
People want equity in gender, race, and income. What's our company policy?
Do we create trust? Do we do what we say and say what we mean?
Why should anyone trust our company?
Balancing efficiency, convenience, and safety is getting harder. How do we do it?
Have we identified what Big Data can do for us?
How will we protect our company and brand from security threats?
How do you really get to know yourself and your business?
What is authenticity?
What are the differences between companies that consistently perform well and those that don't?
What is your end game? How do you make decisions?
How do you prepare for an economic or industry downturn?
How do we define, assess and effectively manage risk?
How do we create more memorable and meaningful experiences vs transactions?
The convergence of humanity with technology, how do we respond, leverage or adapt?
What if we do nothing?