

TEN QUESTIONS ABOUT TOMORROW

Use these ten questions to prompt you to think differently about the future. The 'internal' questions should highlight opportunities for improvement but also the places where your organisation is most at risk from challenge. The 'external' questions should help you to see where those challenges might come from.

INTERNAL

What frustrates you each day at work?
What limits your team's productivity?
What reduces your company's efficiency?
What is the biggest issue facing your industry?
How visible are these issues to other people in the business? Do they take them seriously?

EXTERNAL

Change: What does everyone take for granted will never change in your sector? (It probably will)
Choice: Who is in your blindspot who could begin to challenge your position? (They probably will)
Speed: Customers expect more rapid service and the market expects faster decisions. Are you keeping up?
Power: What could allow you to augment the capabilities of you or your people to deliver more value?
Shape: Where are the opportunities to connect with new partners and channels to market (with low friction)?