

Making Better Decisions Asking Smarter Questions

*What's
Known?*

INVESTIGATIVE.

Effective decision-makers start by defining their goal and asking deep successive "Why?" and "How?" questions to uncover hidden details.

What If?

SPECULATIVE.

Questions like "What if...?" and "How might we...?" help think broadly and find creative solutions by questioning current assumptions.

*What
Now?*

PRODUCTIVE.

Questions to assess available resources, speeding up decisions and growth by setting clear goals and spotting possible problems.

*So,
What?*

INTERPRETIVE.

Questions to help bring everything together by redefining main issues and turning data into useful ideas to keep improving decision making.

*What's
Unsaid?*

SUBJECTIVE.

Questions to deal with personal concerns, frustrations, and hidden agendas that could potentially derail the process.

The Unasked & Unknow Questions

Leaders and teams often stumble because they don't ask important questions that need effort and might challenge their usual ways. It's tough for leaders to spot areas that are overlooked, especially when their expertise can limit them. Sometimes, in fast-paced discussions, crucial concerns or ideas get missed.

THE
RETHINKER
IMPERATIVE