

Thriveable Pathway© Masterclass

Challenge-Question Workbook for Start-Ups

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Introduction

Asking QUESTIONS is the way to CHALLENGE what you know, or think you know.

The aim of this Workbook is to help you reality-check current beliefs & assumptions.

Which may be widely held in the category where you want to build your new business.

Or they're the foundation of the Bright Idea you're playing with but need to stress-test before plunging in.

A benefit of asking Challenge-Questions can be taking you out of your comfort zone. Going off on tangents you hadn't thought of, but a better opportunity as a match for your capabilities.

Find your 'Inner Child'!

You have permission to be naïve in your questioning.

Go back to your 5-year-old self who was intensely curious, driving your parents nuts with "Why is the sky blue?" questions.

Unfortunately, questioning was trained out of most of us within the school system, and by well-meaning parents who replied, "Not now!"

So much so that we stopped asking - because we might feel embarrassed and dumb, thinking we should know something.

Well, that was obvious...

Entrepreneurs who change our world are relentlessly curious.

They ask simple, naïve questions in everyday life, and that is why their innovations seem blindingly obvious afterward.

It's not rocket science, but the result of childlike nagging asking WHY?

Break the Rules

One of the best sources of new business ideas is questioning the 'rules' – the way something is done traditionally.

It's why many entrepreneurs start as disruptive competitors to their former employers.

They get frustrated and ask three Challenge-Questions...

1. WHY is it always done this way?
2. WHAT IF I did it differently?
3. HOW can I make it happen?

How to use this Workbook

This is a fillable PDF you can use over & over again, so save it to your hard-drive.

For whenever you see potential to challenge the status quo.

CHALLENGE-QUESTION 1: **WHY is it always done this way?**

Netflix killed Blockbuster because the founders, Reed Hastings and Marc Randolph asked, "WHY do I have to pay late fees?"

There's a long list of disruptive businesses and social enterprises that dared to challenge standard assumptions and practices.

Write down something everyone does in your category that's never questioned. Especially if it always annoys customers.

WHY

CHALLENGE-QUESTION 2: WHAT IF I did it differently?

Dare to dream! Imagine a bold new breakthrough solution to your WHY.

“WHAT IF I could hire a movie, watch it whenever I like, and never pay late fees?”

Tip: new ideas often come from COMBINING – taking two familiar, but totally different elements and mashing them together. Think of the wheelie suitcase – it took 70 years to attach castors to a traditional suitcase!

WHAT IF

CHALLENGE-QUESTION 3: HOW do I make it happen?

This is about finding a practical and cost-effective way to make your Bright Idea a reality.

And the best way is to take it apart in bite-size chunks, as you Test and Learn each time.

Here you note your HOW questions to keep asking to overcome obstacles and move forward.

HOW

Now don't panic if you hit a road-block. You may need to explore outside your category to deliver your WHAT IF.

All this depends on the size of your WHY challenge.

So use this Workbook to document your findings, reference back to it, and keep adding.

Let's break some rules!