

10 Killer Questions to Position Your Company to Change the World

By Jeff Caliguire

WHY YOU MUST ASK THESE QUESTIONS

On several levels, it's become clear that many of the most creative, attractive and fast-growing companies go beyond the bottom line... Some even create new bottom lines!

As TED speaker Simon Sinek so powerfully articulated, world changing companies do more than know **WHAT** they do, or even **HOW** they do it – they know **WHY!** These companies possess bigger and heartfelt rationale that inspires them to purposefully and powerfully grow while meeting needs as well offer their workforce a powerful and compelling reason to be inspired to work each day.

They don't just create jobs. They create opportunities to join a revolution!

Having spent more than a decade coaching individuals and companies willing to discover AND engage their bigger purpose, then watch some quickly and effectively create banner years, be recognized as “Entrepreneur of the Year” and “Best Company to Work For,” I am convinced they found a common thread that's missed by those too caught up in the day to day struggle or too focused on “make a buck” to see the awesome meaningful potential.

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By “*Change the world,*” I mean ----***Make purposeful impact that transforms people's lives and makes them better, richer, happier, freer, more fulfilling, or have greater purpose.***

This growing movement sees business as the powerful platform for meaningful mission... This affords them opportunities that include feeding the poor, providing jobs, expressing divine creativity, reviving economies, reducing suffering and providing the light of incredible hope to the hopeless all over the world.

...something as simple as asking killer questions can radically alter and focus what people do and how they do them.

Such WHY companies grow and experience breakthrough not only because they work harder or even smarter – but because they're inspired to make the world a better place and they see themselves care about people, places and things that go beyond them.

Personally being on a mission to help millions of people make a living making a difference, I have come to see that something as

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As I speak with or coach teens and twenty-somethings I also see a common trend: They want to work for companies like this! Don't you??

So, if you're game ... here are 10 questions for you, your leadership team or even your whole company.

HOW TO ASK THESE 10 QUESTIONS

Asking these questions and becoming a world changing company won't happen without intentionality. You get what you focus on, right?

But great leadership knows that they must continually replace the urgent with the important.

And, like any family meeting, there will bound to be key people who will say, "Why the heck would we waste time doing this?? We have important stuff to do! What does this have to do what we do?" This may be your opportunity to care about their viewpoints, but do it anyway! :)

So, yes, these are the truly important questions for leadership to ask and get answered.... But great leadership knows that they must continually replace the urgent with the important – what will create the wins 5 months from now and 5 years from now!"

SOME SUGGESTIONS

1. **Schedule** a special time to go through these questions (even if you're a solopreneur and you need to go through them yourself or with your coach.)
2. **Go to a special and creative place** to answer these visionary questions. A change of scenery can be as simple as an outdoor park, a hotel, a cool restaurant or a mountain retreat home.
3. **Reduce all distractions** and turn off cell phone and messages.
4. **Let go of all fear.** Let the creative juices flow and let it be OK to dream without punishing critique.
5. **Do this as a retreat** to kick off a new season or before setting goals.
6. **Bring in a coach or consultant** to ask them to facilitate the process. This almost becomes an easier excuse to think outside the box.
7. **Use the answers** to these questions as a way to help define and shape your authentic brand.

Just remember, the pain is worth the gain both for those who experience the potential transformation your company brings as well as for those who experience the power of working for a company with a world changing mission and vision! You won't just "have the time." MAKE IT!

10 Killer Questions to Position Your Company to Change the World

OUR PAST ACCOMPLISHMENTS

1. What good things have we created, accomplished or achieved in THE PAST that made the world a better place? (List them or tell the stories)

OUR INVENTORY

2. What do we POSSESS that we can uniquely have to offer the world? (Create a list or inventory. Include key products, gifts, intellectual property, experiences, real property, key people, etc...)

OUR BIG WHY

3. If we took making a profit out the equation, WHY DO WE EXIST?

**THE NEED
OF
OUR NICHE**

4. Who is the NICHE that needs us most? What significant problem do they possess that we can uniquely offer a solution for?

**OUR
REVOLUTION**

5.What REVOLUTION do we want to unleash? What can be vastly different? Describe it in one word. One sentence.

**OUR
ONE THING**

6. What's ONE THING we would want people to have, be or experience because of our work?

**OUR
WONDERFUL
LIFE**

7. 10 years from now, what will be missing from the world if we don't do what we do successfully?
Describe that scenario and what key things are missing.

**OUR
CULTURE**

8.What kind of things would be true in OUR COMPANY CULTURE if we were to accomplish this and attract the best talent, the brightest minds and scores of interns to help us do it?

**OUR
VALUES**

9.What do we VALUE so much that we'd rather do something else than not hold on to them?

**OUR
SNAGS**

10. What holds us back? (Why and How will we overcome these “snags?”)

HOW WOULD WE SUMMARIZE THIS VISION?

WHAT ARE OUR KEY NEXT STEPS?