



WHAT IS A THOUGHT-PROVOKING QUESTION?

A thought-provoking question is one that stimulates deep thinking, **introspection**, and contemplation. It's a question that goes beyond surface-level inquiry and encourages individuals to explore complex ideas, consider different perspectives, and challenge their assumptions.

THOUGHT-PROVOKING QUESTIONS IN BUSINESS

In the dynamic world of business, the ability to think critically and innovatively is an invaluable asset. Entrepreneur and author Tim Ferriss is renowned for his thought-provoking questions that challenge the **status quo** and encourage fresh perspectives. These questions are not just about finding answers; they are about sparking new ways of thinking and fostering creativity within the realm of business.

Try answering the following questions, and feel free to focus on some and skip others as you make your way through the list.

1. If you could only work two hours a day, what tasks would you prioritize, and what would you eliminate?
2. What systems would you put in place and how would you delegate if you knew you must go off-grid for a whole month?
3. If you could only focus on one key metric to measure your business's success, what would it be, and how would you improve it?

4. If you had to reduce your product or service offerings to just one, what would it be, and how would you make it exceptional?
5. If you had unlimited resources and no fear of failure, what **audacious** goals would you set for your business?
6. What emerging trends or technologies could **disrupt** your industry, and how can you position your business to leverage them instead of being threatened by them?
7. If you had a magic wand to solve one pressing issue or challenge in your industry, what would it be, and how would your business benefit from this solution?
8. If you could have a one-hour conversation with any successful business leader, past or present, what specific questions would you ask, and what insights do you hope to gain?
9. If you could collaborate with any person or organization in the world, who would it be, and how could that partnership transform your business?
10. If you were to start a new business **from scratch** today, what lessons from your current business would you apply, and what would you do differently?

ARTICLE LANGUAGE

Introspection	examination of and attention to your own ideas, thoughts, and feelings.
Status quo	the present situation or condition.
Audacious	showing an unusual willingness to take risks.
Disrupt	to change the traditional way that an industry operates.
From scratch	from the beginning, without using anything that already exists.
Mastermind group	a group of individuals who meet periodically to discuss their goals, challenges, and strategies.

DISCUSSION

1. Do you think these type of questions are useful?
2. Do they stimulate a different type of thinking to usual?
3. What do you think about creating false constraints to inspire creativity?
4. How do you get yourself thinking creatively?
5. Are there certain places/situations that inspire you to think creatively?
6. Do you prefer to consider ideas or questions alone or with other people?
7. What do you think of **mastermind groups**? Are they helpful and are you part of any?

