Wow! Questions

Shake Thing Up, Spark Creativity, and Ignite Creativity

1. What would your organization be like if your mother ran it?
2. If your company were to double its productivity in the next five years, what event or idea might catalyze this spectacular increase?
3. Your organization’s (or department’s) best customer just called and said she was giving all her business to a competitor. What do you think their reason for the switch might be?
4. What drives your customer’s crazy and what makes them extremely happy?
5. What would your company’s epitaph be if it went under tomorrow?
6. What do people in your department grumble most about over lunch?
7. What false or outdated assumptions to people operate under at work?
8. If you could trade work skills the way kids swap baseball cards, who would you trade with and for what skills?
9. If someone burst into your office and shouted, “I’ve got good news and bad news,” what do you think those two pieces of news might be?
10. What would your company be like if you had never worked there?
11. On a typical day, which of the following takes up most of your time;
	1. Dealing with difficult people
	2. Coming up with productive ideas
	3. Meetings that accomplish little
	4. Paperwork
	5. Using skills to achieve objectives
12. If you were to be fired or promoted, what would be the most likely reason?
13. Which of these concepts- teamwork, learning organization, continuous improvement, leadership, and quality- is the biggest joke at your company?
14. What would happen if your company instituted a one-year ban on meetings?
15. Who would finally be able to solve your most stubborn work problem: a master psychologist, a venture capitalist, or an enforcer from the mob?
16. You’ve just received $10 million to help the company grow and prosper; how would you spend it?
17. What barnyard animal would you choose as your team or corporate symbol or mascot?
18. You’re a corporate weatherperson; what’s your forecast for the organization (department, team or individual career) using meteorological terms?
19. What would it be like to work for a company that is the exact opposite of the one your work for?
20. What particular accomplishment or failure might cause you or your organization to make headlines in Business Week magazine?

***Source Note:***

These questions were taken from Dick Whitney and Melissa Giovagnoli entitled, **75 Cage-Rattling Questions to Change the way you work.** The book was printed in 1997 and is intended to be used as meeting openers and energizers to spark creativity, ignite discussions, and basically bring a new dynamic to meetings. You can find the book at Barnes and Nobles.