

Questions to help you invent the future

Asking really good questions is a key part of creating a business plan. One really simple thing that can really help you bring your business planning to life is to spend half an hour brainstorming a whole load of questions about now and the future, and then building time into answering them as you work on your business plan.



Our favourite way of getting started with inventing our future is to use a series of open 'who, what, where, when, why and how' questions. We've made this open questions playsheet (that includes a few examples of each type of question) to help you unlock the power of the open question. We hope it unlocks some real lightbulb moments for you!

Questions to help you invent the future

Who....
...already comes to my events?
...are we?
What....
...does 'good growth' look like for me?
...is the worst that could happen?
Where...
...do I want to be in 3 years time?
...do my customers hear about my work?
When...
...is the best time to launch my new project?

...are the peak times of year for my sales?

Why...

...do we do what we do?

...do my current customers buy from me?

How...

...do people hear about us?

...fast do I want to grow?