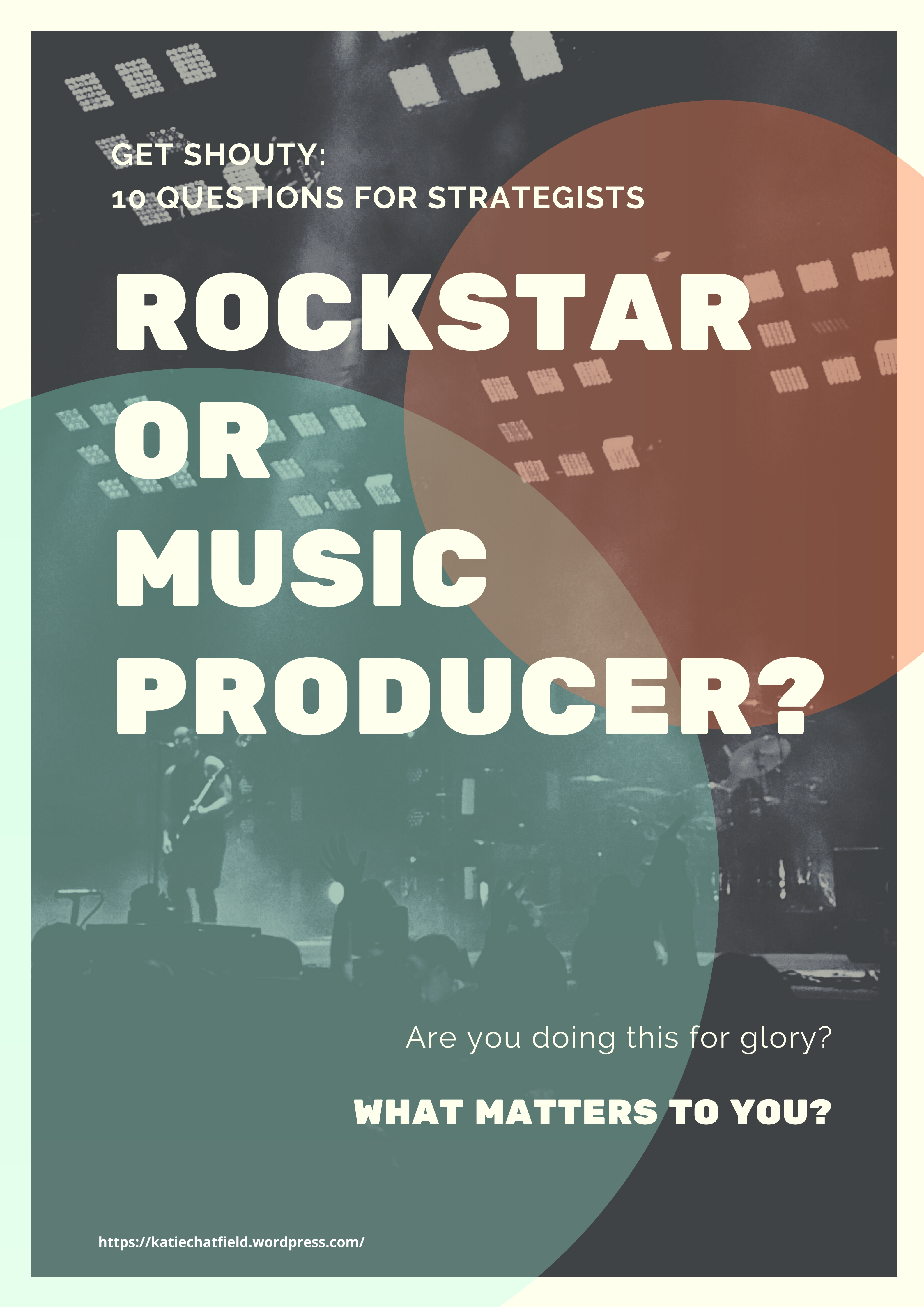




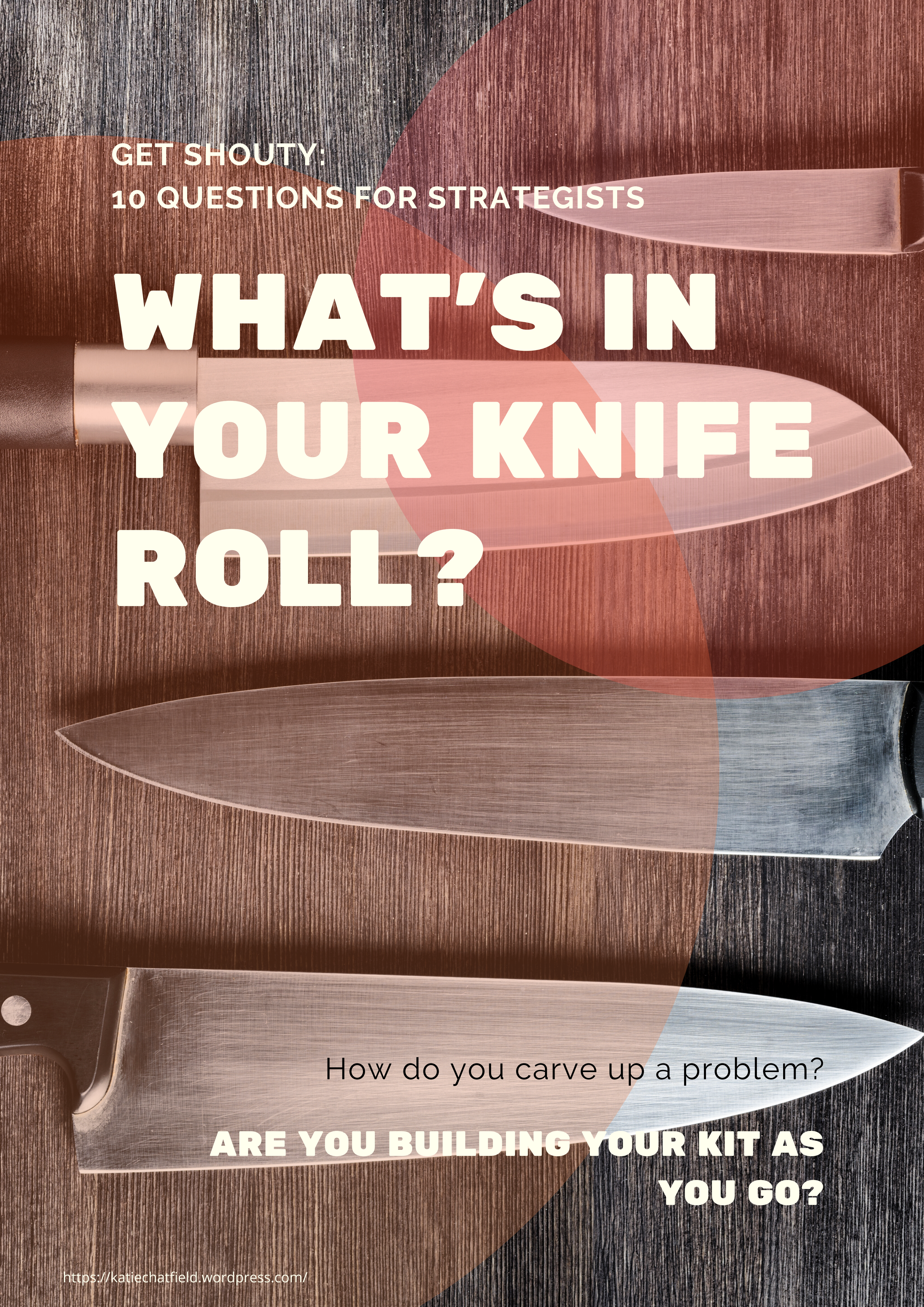
GET SHOUTY:

10 QUESTIONS FOR STRATEGISTS

ROCKSTAR OR MUSIC PRODUCER?

Are you doing this for glory?

WHAT MATTERS TO YOU?

The background of the entire image is a close-up of a wooden surface with a vertical grain. Three knives are laid out horizontally across the frame. The top knife is a small paring knife with a light-colored handle and a thin blade. The middle knife is a larger utility knife with a dark handle and a wider blade. The bottom knife is a large cleaver with a dark handle and a very wide, flat blade. A semi-transparent red shape, resembling a stylized arrow or a large 'V', is overlaid diagonally from the top left towards the bottom right, passing behind the knives.

GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

WHAT'S IN YOUR KNIFE ROLL?

How do you carve up a problem?

**ARE YOU BUILDING YOUR KIT AS
YOU GO?**

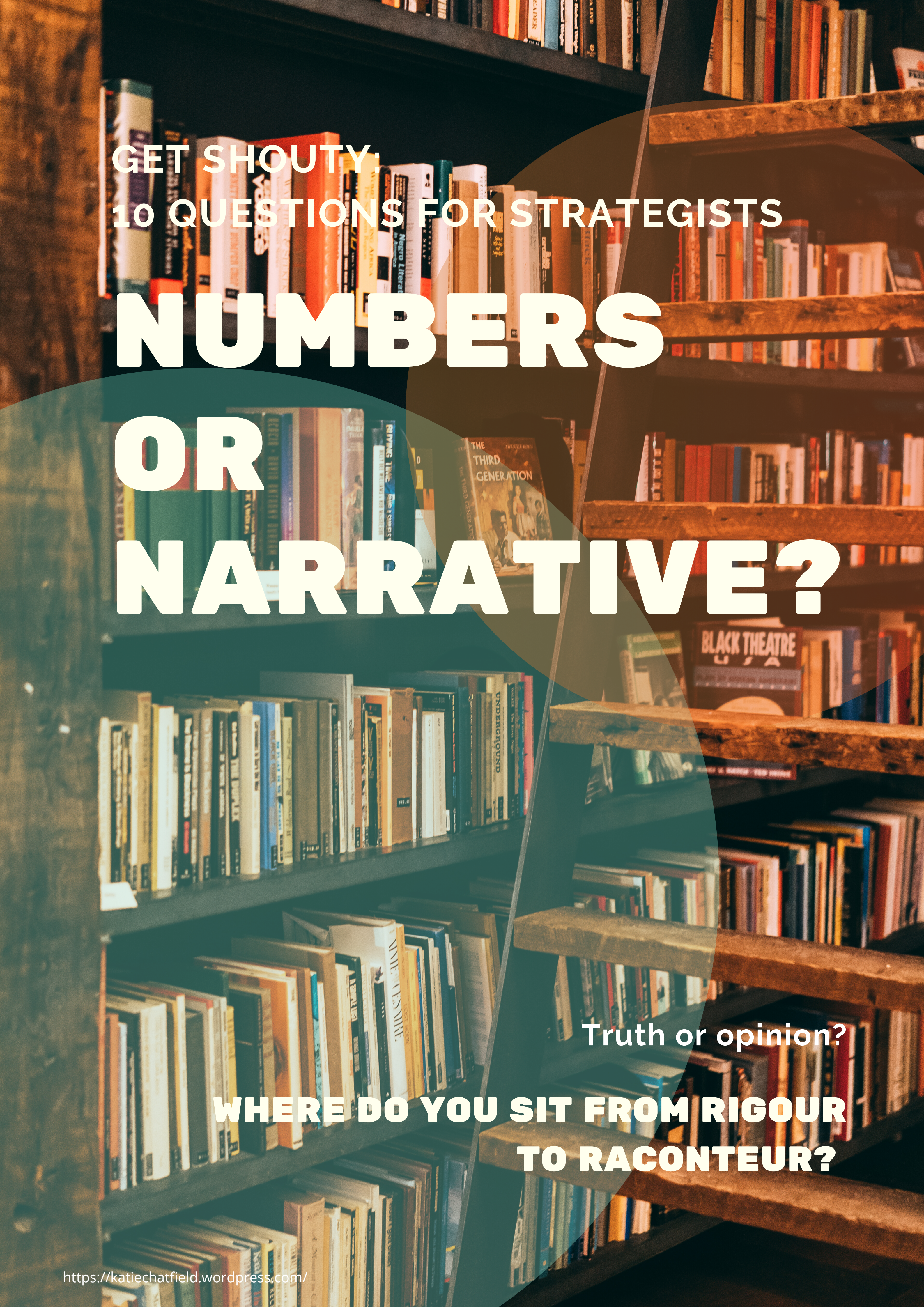
GET SHOUTY:

10 QUESTIONS FOR STRATEGISTS

WHERE DOES THE CLIENT WANT TO GO?

if you don't know where you're headed

WILL ROAD WILL TAKE YOU THERE?



GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

NUMBERS OR NARRATIVE?

Truth or opinion?

**WHERE DO YOU SIT FROM RIGOUR
TO RACONTEUR?**



GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

WHO GETS TO KICK THE GOALS?

How much does an own goal cost?

**WHAT GAME ARE YOU PLAYING AND
WHAT'S YOUR POSITION?**

GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

WHY OR HOW?

Question or answer?

Task or territory?

WHAT THE BURNING QUESTION?

GET SHOUTY:

10 QUESTIONS FOR STRATEGISTS

CAN YOU SLOW THINGS DOWN?

Far or fast?

**CAN NINE WOMEN MAKE A BABY IN
A MONTH?**

GET SHOUTY:

10 QUESTIONS FOR STRATEGISTS

SERVICE OR SUPPORT?

What does the client buy?

DO YOU OWN THE PRODUCT?

GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

WHAT COUNTS?

How will you know what good
looks like?

DO YOU OWN THE PRODUCT?

GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

WHAT METAPHOR?

Where is the sensemaking simile?

WHAT MYTH MATTERS?