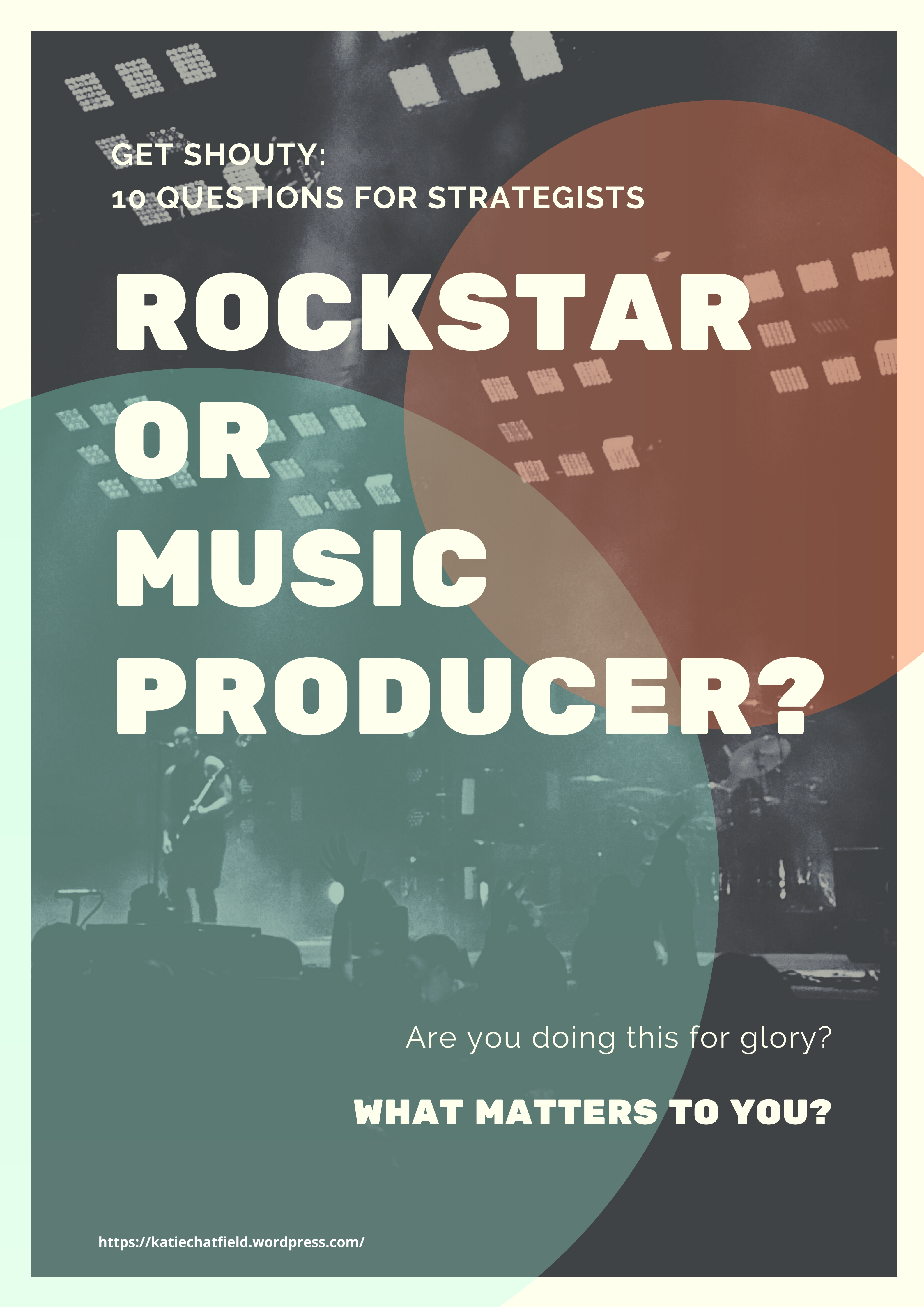




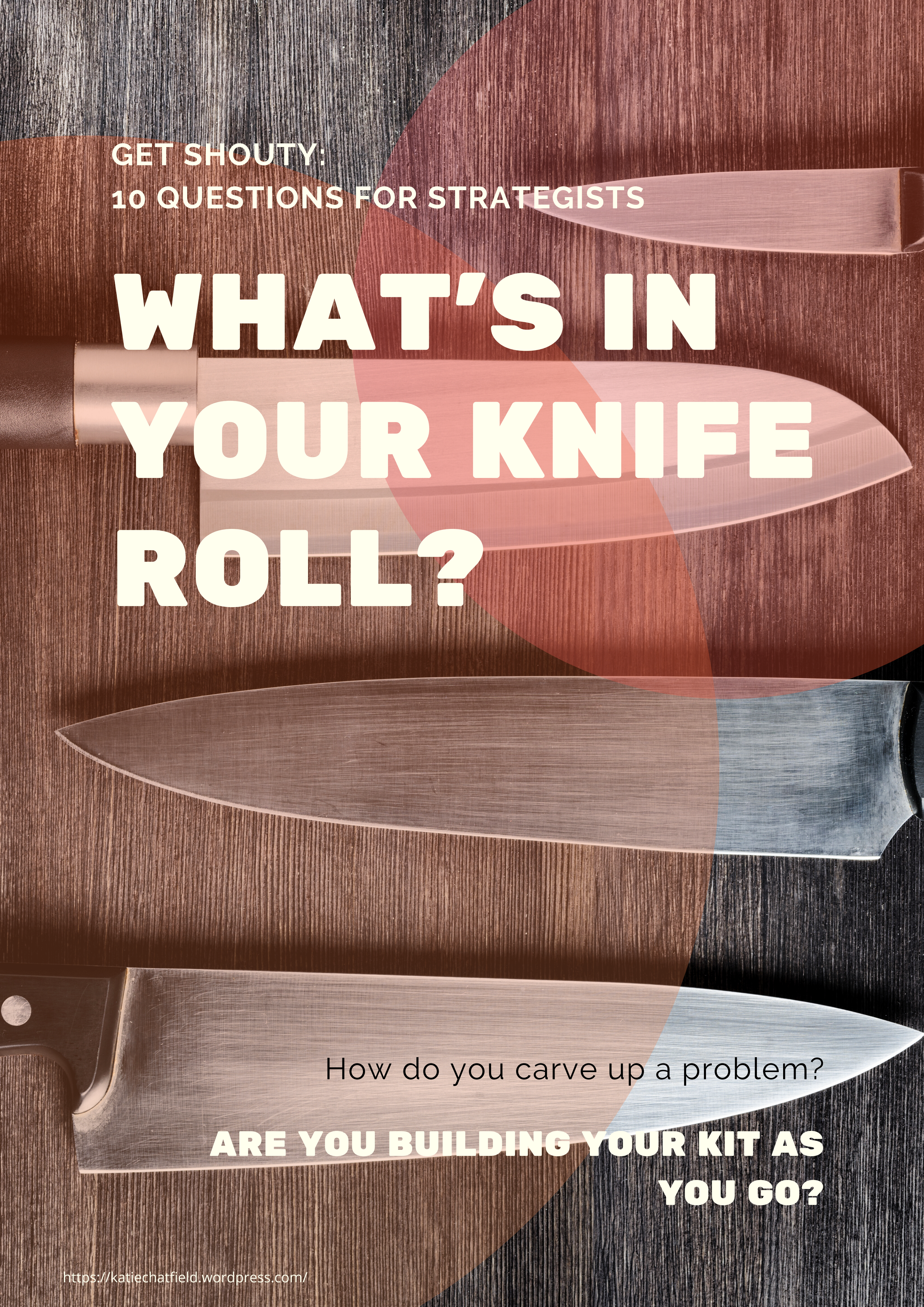
GET SHOUTY:

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 on the image, pointing downwards from the top right towards the bottom right. The text is overlaid on this red shape and the wooden background.

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?**

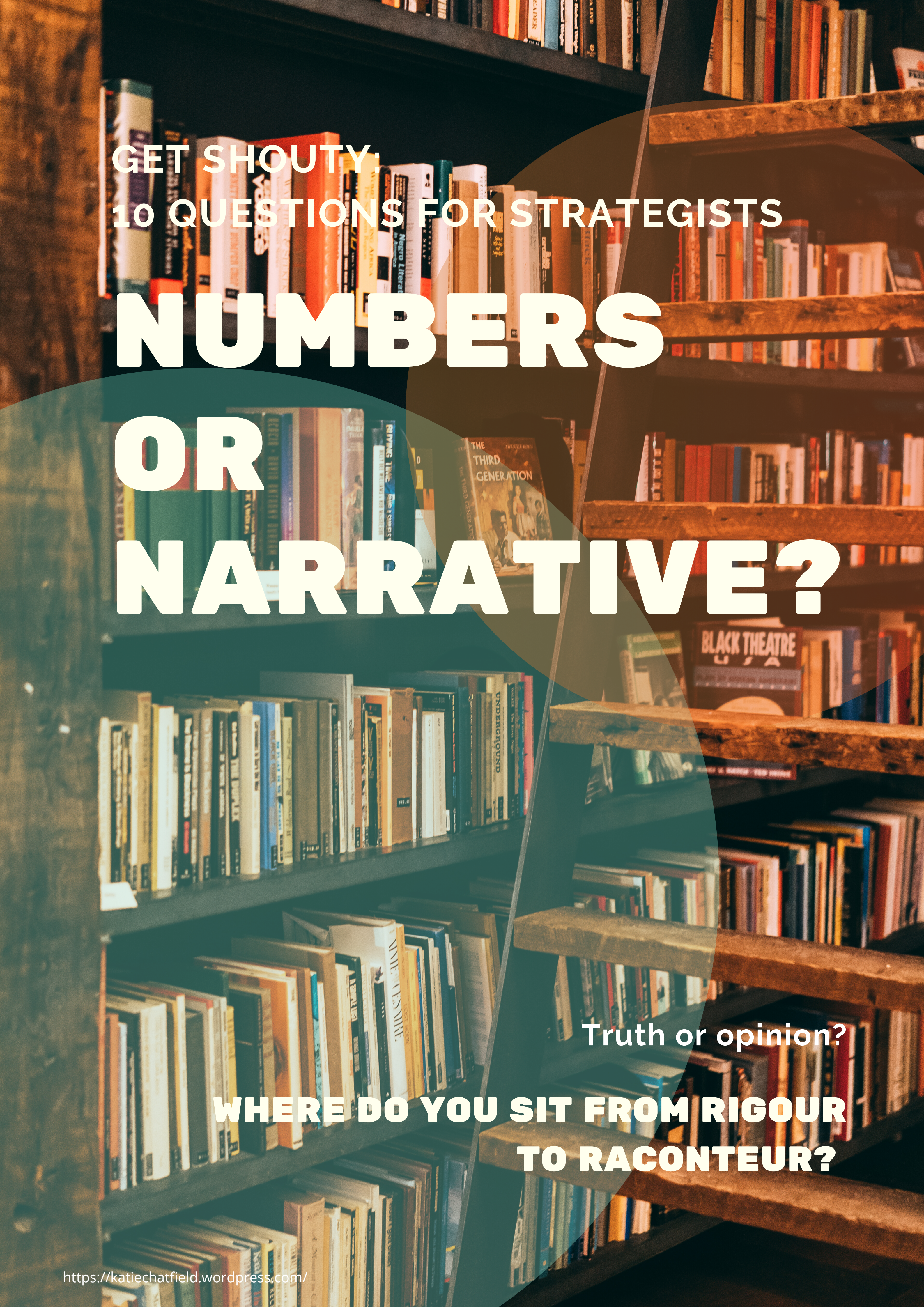
GET SHOUTY:

10 QUESTIONS FOR STRATEGISTS

WHERE DOES THE CLIENT WANT TO GO?

if you don't know where you're headed

**WHAT 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?

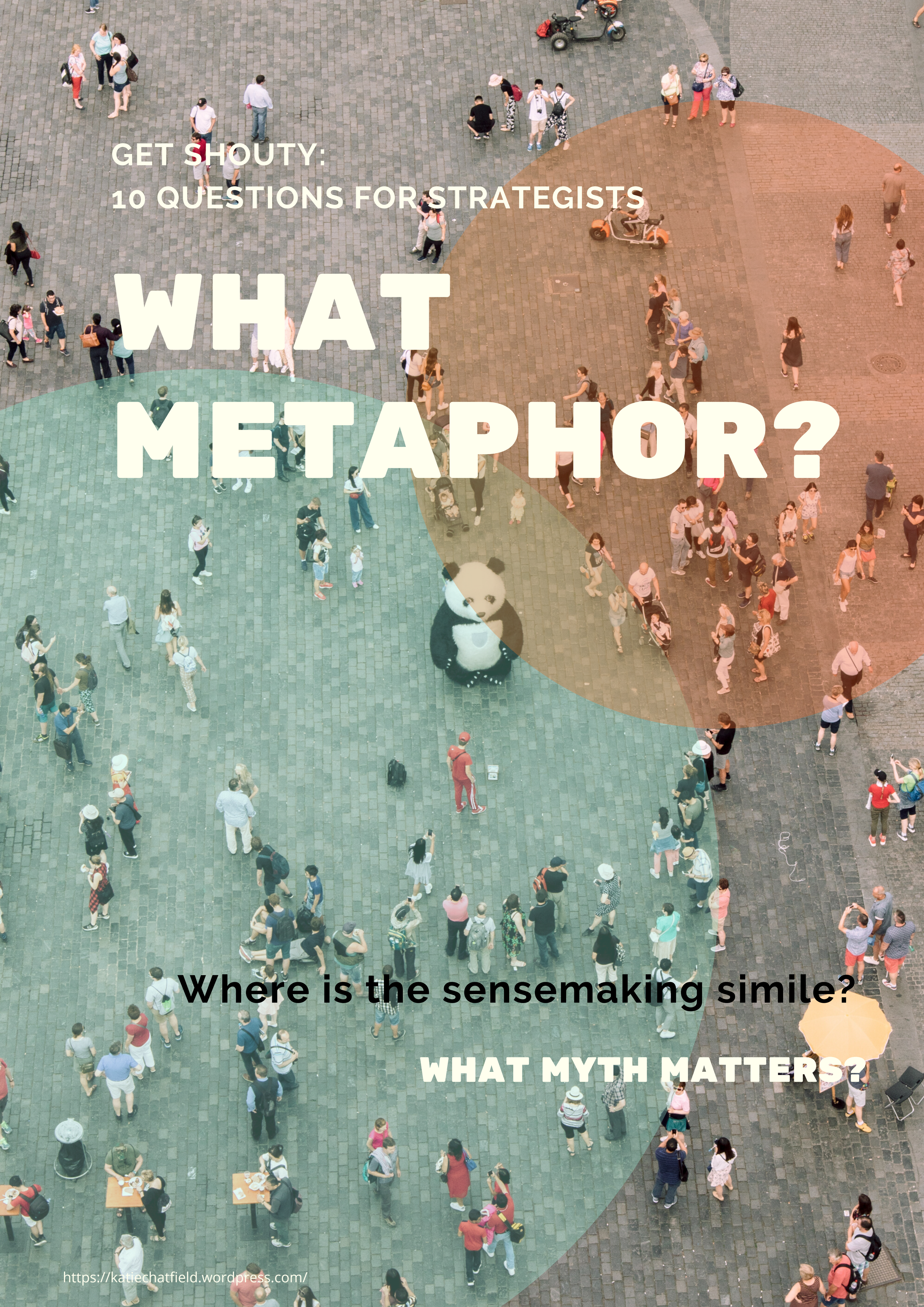
DO YOU OWN THE PRODUCT?

GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

WHAT COUNTS?

How will you know what good
looks like?

DO YOU OWN THE PRODUCT?

An aerial photograph of a busy pedestrian plaza with a large yin-yang graphic overlay. The yin-yang is divided into three main color sections: a light green section on the left, a reddish-brown section on the top right, and a dark grey section on the bottom right. A large, realistic-looking panda is positioned in the center of the yin-yang, straddling the green and red sections. The plaza is paved with grey cobblestones and is filled with many people walking in various directions. Some people are taking photos, and there are a few small tables and chairs in the lower left corner. The overall scene is a busy, public urban space.

GET SHOUTY:
10 QUESTIONS FOR STRATEGISTS

WHAT METAPHOR?

Where is the sensemaking simile?

WHAT MYTH MATTERS?