

ISSUE FORMULATION QUESTIONS

Issue Formulation Questionnaire

1. What is the current situation?
2. What is your emotional reaction to the current situation?
3. What is the financial impact of this issue?
4. What will the future look like? What is your vision of the future related to this issue?
5. What is the ideal outcome? What is your Goal? Why?
6. How will you know when you have reached the ideal outcome?
7. How was it when things were going well?
8. What are the obstacles/problems?
9. What actions would be necessary to remove those obstacles or barriers?
10. What makes this situation different from or similar to other situations you have confronted?
11. What action did you take then?
12. What have you tried already?
13. What are the consequences if you take no action?
14. What are the consequences if you take action -- can they be quantitatively or qualitatively evaluated?
15. What do you see as possible alternatives for future action?
16. What is the first step? What do you need to do to make it happen?

Questions to Help Develop an Issue

(Then use the Issue Formulation Sheet to develop the issue)

1. What is the area that, if you made an improvement, would give you and others the greatest return on time, energy, and dollars invested?
2. What is currently impossible to do, that - if it were possible – would change everything?
3. What are you trying to make happen in the next three months?
4. What is the most important decision you are facing? What's keeping you from making it?

5. What topic are you hoping no one will discuss? – but in fact is critically important but undiscussable?
6. What area within your domain of responsibility are you most satisfied with? Least satisfied with?
7. What part of your responsibilities are you avoiding right now?
8. Who are your strongest managers and employees? What are you doing to ensure that they are motivated and committed to your business?
9. Who are your weakest managers and employees. What is your plan for addressing these weaknesses?
10. What conversations are you avoiding right now? With whom?
11. What do you wish you had more time to do?
12. What things are you doing that you would like to stop doing or delegate to someone else?
13. If you hired yourself as a consultant to your company, what would you advise?
14. If you were competing against your own company, what would you do?
15. What threatens your peace? Your business? Your health? Your personal fulfillment?