

# THE 4 QUESTIONS AND 10 RULES OF STRATEGIC DOING

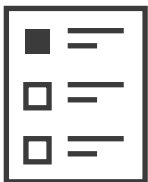


## BEFORE YOU BEGIN

1. Create and maintain a safe space for deep, focused conversation
2. Frame a conversation around an appreciative question

## WHAT COULD WE DO?

3. Uncover hidden assets that people are willing to share
4. Link and leverage your assets to create new opportunities

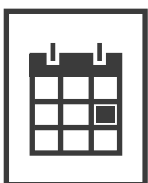
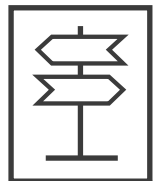


## WHAT SHOULD WE DO?

5. Rank all your opportunities to find your “Big Easy”
6. Convert your **Big Easy** to an outcome with measurable characteristics

## WHAT WILL WE DO?

7. Define at least one Pathfinder **P**roject with guideposts
8. Draft short-term action plan with everyone taking **a small step**



## WHAT'S OUR 30/30?

9. Set your next meeting so you can review your progress and make adjustments
10. Nudge, connect, and promote relentlessly your new habits of collaboration