



QUESTIONING CONVENTIONAL THINKING TO DO BETTER WORK

QUESTIONS ABOUT YOU

What is your aspirational anchor?

Why are you the person or team to do it?

- What is your intent for the future? What kind of hunger do you feel about work today?
- What is your unfair advantage? What about your experience or personality can help?
- Use these as both a filter for endless advice and your differentiator in your content.

QUESTIONS ABOUT YOUR AUDIENCE

What is your first-principle insight?

Who are your true believers?

- What is your customer REALLY trying to buy? What are they REALLY struggling with?
- What small number of people react in a big way to your work? That's powerful signal.
- Use these to create superfans who can spread your work and point you to the right path.

QUESTIONS ABOUT YOUR RESOURCES

What are your constraints?

How can you expand?

- Let's be real: We don't have endless resources. How can we innovate in small ways?
- Let's keep aspiring: We want more resources. How can we PROVE better work is better?
- Use these to generate more and better ideas, while still thinking big for the longterm.



jay@unthinkable.fm
Speaking: jayacunzo.com
The Show: unthinkable.fm