



THE COACHING
INSTITUTE



STRATEGIC THINKING

Disruptive Leadership



**NO ONE LEADS
STARING AT THE
STATUS QUO.**

Sharon Pearson

STRATEGIC THINKING

THE STATUS QUO IS COMFORTABLE BUSINESS DEATH.

1. What's the ACTUAL problem?
2. What is?
3. What if the 'is' wasn't there?
4. Have we seen this challenge before?
5. What do we know about it? (what is)
6. What are we thinking the boundaries are?
7. Are we solving the right problem?
8. What are we accepting that we could be questioning?
9. What is an unexpected possibility?
10. What, if any, are the constraints?
11. What is the relationship of this to anything else?
12. Are we guarding what is, or searching for what 'hasn't yet'?
13. What would create surprise?
14. What would be unexpected?
15. What does the market accept without question and if they did, the game would change?
16. Where are our competitors lazy?
17. Where are our competitors following us?
18. Where are our competitors accepting the status quo?
19. What would be difficult for a competitor to follow?
20. What would be a different place to start?

21. What's going on in another industry that could be brought to this?
22. What would shake up the industry?
23. If all do X – what would they NOT do?
24. If the market is used to X – what would be another/different way to deliver this?
25. If all are used to one thing – what would another thing need to bring to change the focus?
26. What's missing from what is?
27. What's the problem with what is?
28. What are the gaps?
29. What would create a barrier to entry?
30. How do we own the narrative?
31. What's the negative space?
32. What's the threat and how do we turn it into opportunity?

NOTES



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LIVE YOUR DREAM

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THE COACHING INSTITUTE | Suite 40, 37-39
Albert Road, Melbourne, VIC 3004, Australia.

T: 03 9645 9945 | E: info@thecoachinginstitute.com.au |

W: www.thecoachinginstitute.com.au

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