How to: Broaden Your Thinking

Summary: Challenge traditional ideas to find fresh approaches.

| WHY? | Ask **WHY** to continually test assumptions or to probe the real need or issues.  
|      |   - List the reasons and consequences.  
|      |   - Challenge the status quo by asking “Why are we doing this?” or “Why is that important?” |

| WHAT IF? | Ask **WHAT IF** to build contingency plans, to evaluate options, or to encourage lateral thinking. What if....  
|          |   - You had a magic wand?  
|          |   - You needed to guarantee success?  
|          |   - There were no competitors?  
|          |   - There were no risks? |

| WHAT ELSE? | Ask **WHAT ELSE** to find alternatives and give people thinking time.  
|            |   - Question “What else could we do?” or “What else do our customers want?”  
|            |   - Persist on asking these types of questions several times (don’t just settle for the first alternative).  
|            |   - Don’t look at the practicalities. Aim for the big ideas. |