



## Business Breakthrough Tools ... Sample for Public Domain Use

### 1. Using Power Questions to accelerate your business

#### From neuroscience to the market-place

The amygdala and the limbic system in the brain are responsive to things that trigger a 'survival' reaction. The Think Tank Group<sup>8</sup> noted that “Things that trigger this system include fear, anxiety, ambiguity, unfairness, not being listened to and rejection amongst others.

These brain parts maintain the 'status quo' (“comfort zone”). The integration of new or contradictory information into learning and growth (ie: moving into the “courage zone”) occurs in the neo-cortex.” The brain uses 20% of the energy for the whole body – this percentage stays roughly constant. This means that when one part of the brain is more dominant, the other centre(s) must become less active. For example, higher anxiety will reduce activity in the neocortex (learning/growth centre). Numerous field studies since the 1960s have observed this. Since the advent of neuro-science it is now hard science.

So how do we ensure that we predominantly operate out of the neocortex when it comes to learning something such as how to turn ideas into million-dollar companies? This is a great question – and therein lies the answer.

The answer is “ask great questions.” Great questions awaken the neocortex and invite new learning. Over several years we’ve developed a set of “Power Questions” (PQ): one for each of the 14 areas where you will want to improve your business KPIs. Because these PQs have been designed to stimulate learning & imagination, they orient you to the place where greater results are immediately possible for you in business.

#### Background

In the 1960s, educator John Holt observed that schools set up an environment of fear which inhibited learning and impaired intellectual achievement for the vast bulk of children. He noticed that even many of the “bright” children could only find answers to pre-defined questions. They lacked the more important skill of wondering what the right question to ask was. Einstein knew the importance of great questions: he asked himself “What would the world look like if I traveled on a beam of light”.

Bill Gates knew this: he asked himself “How can I best seize this opportunity to own the space called personal computing that others cannot see?” Steve Jobs knew this too: he asked himself “How can I design a phone so beautiful and functional that my company will quickly start to dominate a market it currently has no presence in?”



## 2. The 14 PQs

1. **Profit:** What currency am I accepting other than money?\*
2. **Urgency:** What will I give back to once I have earned my revenue target of \$... by .././.. ?
3. **Confidence:** How can I really serve this prospect/customer I am about to meet?
4. **Manifestation:** Seeing clearly in my mind the prospect as willing to do whatever it takes to get my services at the end of our meeting, what must I say and who must I be?
5. **Stepping Up:** What can I do that frightens me and therefore extends me today? (ask each day)
6. **Connection over perfection:** How would I talk to this person if I was focused on connection, not portraying an illusion of perfection? (For example: "To be honest, this scares me a little bit to ask you this, but I know if I don't I'm not going to grow ...")
7. **Modeling:** Who is my role-model in the area I want success? What do I need to do/ who do I need to be, in order to fully and authentically assimilate the qualities of this person?

(Questions 8-14 available to Business Breakthrough clients)

*\*Question is from Matt Church, founder of Thoughtleaders.*

## 3. How to use the 14 PQs?

1. Ask yourself each of these questions in turn. Never demand an answer comes. Stay in a state of wonder: this will engage your brain's learning/growth centre rather than your survival centre.
2. Repeat: ask these questions on a daily basis. Notice how simply asking these great questions puts you into a more relaxed and receptive learning and growth state.
3. Observe any questions you are asking yourself that come from the survival-centre in the brain. These questions are easy to identify: they have a structure like "Why don't I ever learn/grow/earn what I should". They are linguistically badly constructed because they assume a "fixed state" exists (ie: I don't learn/grown/earn) which is not true. Poor quality questions will invite poor quality answers such as "Because you are a ." If these questions do come up – do not resist, simply observe them. The act of observing without judgment is like shining the sunlight upon a vampire. Poor questions will naturally start retreating and being replaced with power-questions.
4. The 14 PQs will generate something even more powerful: your own personal set of PQs. Discover the right questions you need to ask is like discovering the sequence of shortcuts to business breakthrough