

THE EDGE

THIRTY QUESTIONS EDGERS ASK THEMSELVES:

- 1) What will make this better?
- 2) How can I change this?
- 3) Where now?
- 4) If there was a way, what would it be?
- 5) Why hasn't anyone done this?
- 6) How can I communicate this?
- 7) Who do I know who...?
- 8) What's the worst that could happen?
- 9) What if it works?
- 10) Where would I find...?
- 11) Can I/we work faster?
- 12) How do I feel?
- 13) How does this make others feel?
- 14) When will I exercise today?
- 15) How can I reduce the cost?
- 16) How can we increase profit?

- 17) Is there a better way?
- 18) Has this been done before and, if so, by whom?
- 19) What do I need to prepare?
- 20) Is this sustainable?
- 21) Who can help me?
- 22) What would [INSERT HERO OF YOUR CHOICE] do?
- 23) Is that true? Do I really believe this?
- 24) Does this fit with who I really am?
- 25) Is this enough?
- 26) Can this be scaled?
- 27) How long will this take?
- 28) Who could do this for me?
- 29) Is this transferable?
- 30) What's the message?