

Project and Prioritization Questions

Chapter 5: Business

As you can probably tell, I'm a big fan of questions to help me make better decisions. Here are some of the questions I consider when evaluating a potential idea or project.

BIG PICTURE QUESTIONS

Begin here...

Will this make a difference to my most important goals?

Am I really sure?

Why do I think that?

If I think it'll make a difference, then how?

What will I do if it works?

What will I do if it doesn't work?

Does this add value?

To me?

To my organization or business?

To my clients?

To the universe?

Would I be excited to share this with people I respect?

Would I want to get on stage and loudly proclaim that I do/did this?

When I think of doing this thing, would I think "HELL YES!"?

Or would it be "HELL NO!"?

PRACTICAL QUESTIONS

If the big picture answers are promising...

Am I absolutely 10/10 confident that I can do this thing?

Do I really have the time, energy, mindset, and funds to allot to it?

How would my best friend answer the above question?

Logistically, what resources do I need to do this thing?

Time? Money? Skills? Other people?

Do I have those resources right now, or can I somehow get them?

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TRADE-OFF QUESTIONS

If the big picture and practical questions are promising...

If I do this thing, what will it break?

If I say yes to this thing, what do I have to say no to?

What am I prepared to give up or lose in order to get or do this thing?

Sometimes I just boil these down to two simple questions:

1. Does anyone in the room think this thing will actually work?
2. If we do it, what's it going to break?

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book