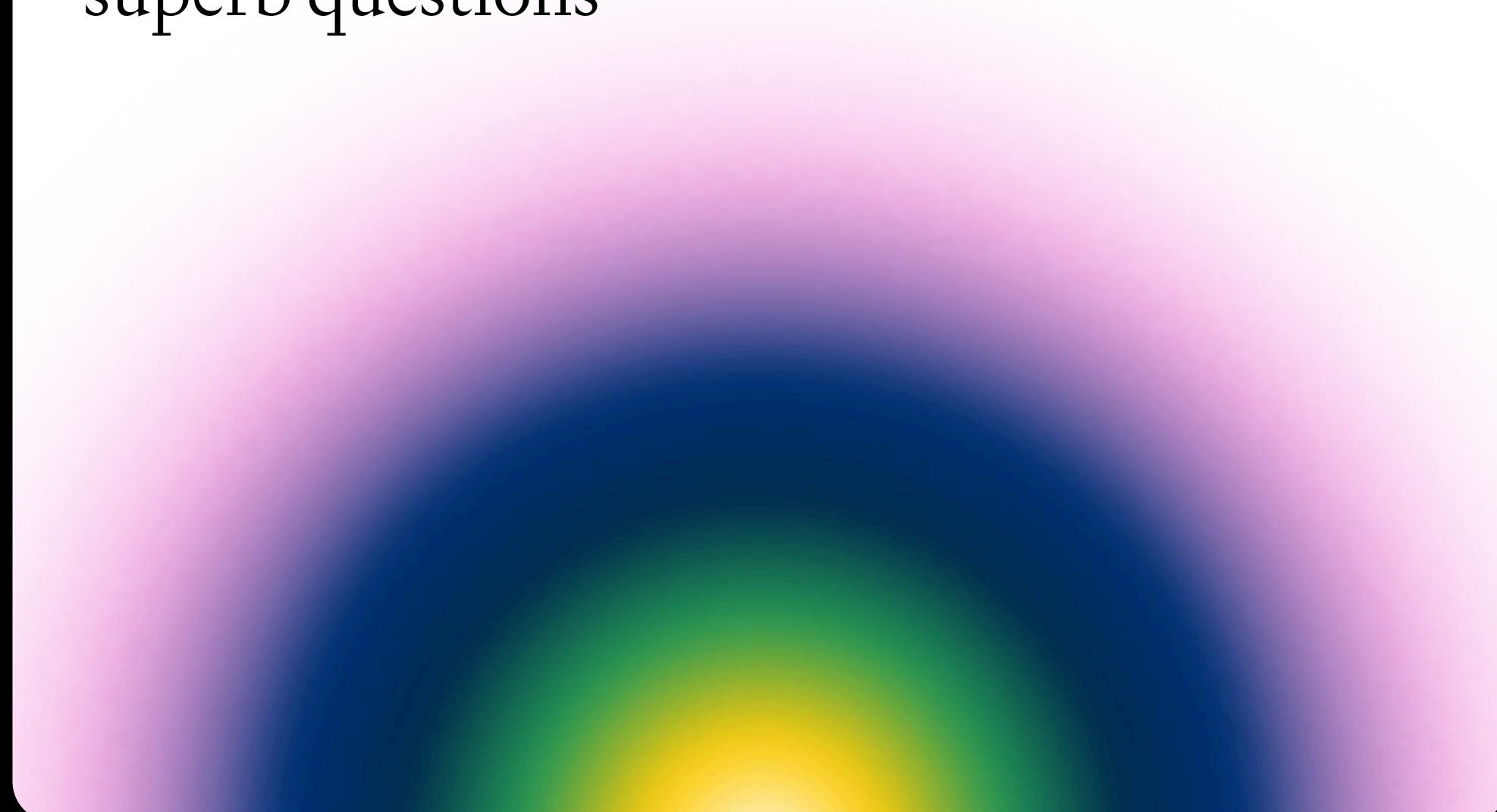


BOND

Conversation Starters

Superpositioning™ starts with
superb questions



How to play:

Take a card.
Read the question.

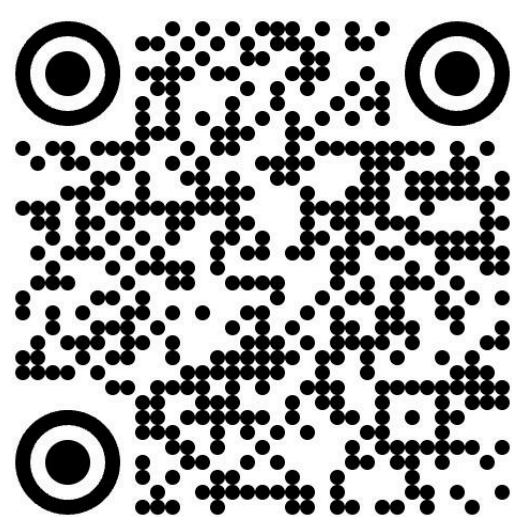
You get two options:
Answer it yourself, or ask the person
who looks smarter than you.


There are no right answers.
Only stories, instincts, and half-formed
ideas that always lead somewhere.

Start anywhere.
End anywhere.

Just don't stay still.

Superpositioning™ begins in
conversation.





**Explain what your
company does as if you
were talking to a golden
retriever or a venture
capitalist?**

This is your positioning.

1/8 Question

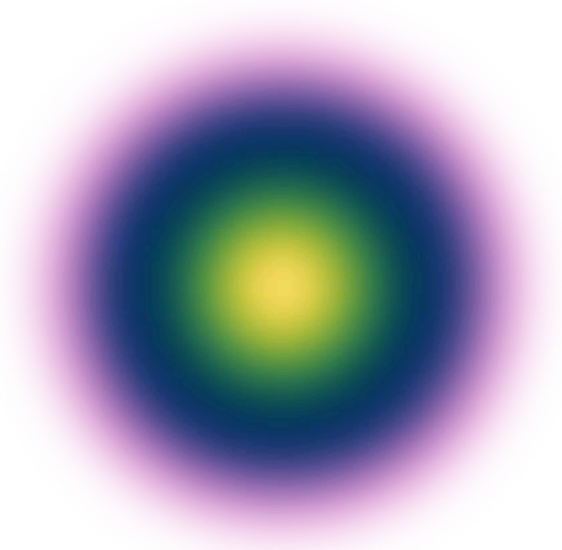


**What is an assumption
in your industry
that you secretly
question?**

This is one of your non-consensus futures.

If failure didn't exist, what would you try next?

Welcome, you just opened the door to a
contrarian opportunity!

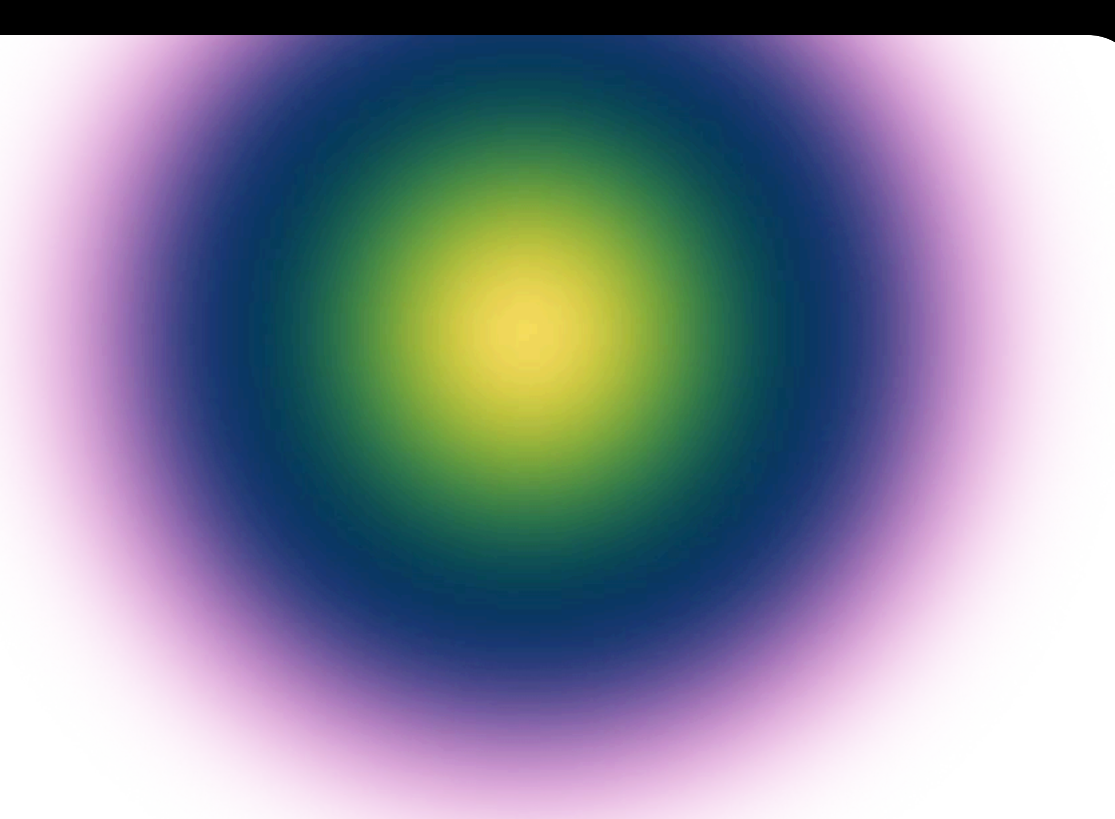


3/8 Question

**What rule in your field
would you love to
break, and what might
happen if you did?**

Yet another possible future for
you to entangle in.

4/8 Question

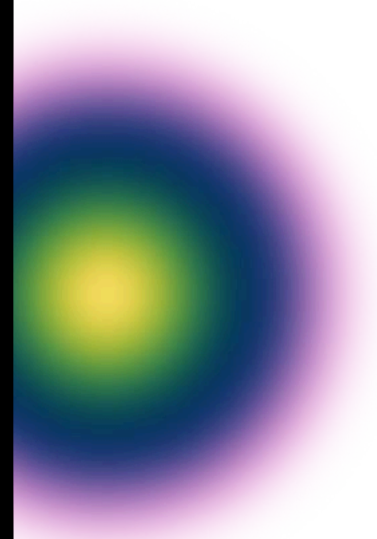


What is your company's hidden superpower that even your clients don't see?

This is what your people and clients love,
not to mention, the rest envies.
Hence, the differentiator.

What headline in tomorrow's paper would capture your biggest move today?

This is superpositioning. Actions you take today entangling beyond timelines and shaping culture.





**If your brand could
live in two futures
at once, what would
they be?**

Superpositioning begins with imagining
more than one reality.

7/8 Question

Which advantage do you have today that will be hardest for others to copy?

Of the seven advantages, a well-designed brand is the hardest to copy.



8/8 Question

BOND

**Your partner for
superpositioning™:**

