

ANDY STANLEY

ESSENTIAL #3

Great leaders ask great questions.



Healthy organizations are **curious** organizations.

Your curiosity determines the **load limit** for your organization.

Incite curiosity.

Questions **pave the way** to the **future**.

MY **THREE** QUESTIONS

- 1 What's considered **impossible** to do?
- 2 What would the **next** leader do?
- 3 What would a **great** leader do?

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PARADIGM

A set of **assumptions** that **define** how a subject is **understood**.

"**Paradigm paralysis** has profound implications for innovation within an organization. Internal innovation is difficult to stimulate because **a paradigm is already in place**."

JOEL BARKER • *Future Edge*

"Paradigm **pliancy** is the opposite of paradigm paralysis. It is the **purposeful** seeking out of new ways of doing things. It is an **active** behavior in which you **challenge** your paradigms on a regular basis by asking the **Paradigm Shift Question**."

JOEL BARKER • *Future Edge*

THE PARADIGM SHIFT QUESTION

"What do I believe is **impossible** to do in my field but, if it **could** be done, would **fundamentally** change my business?"

JOEL BARKER • *Future Edge*

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"Those who say, 'It **can't** be done,' are usually interrupted by others **doing** it."

JAMES BALDWIN

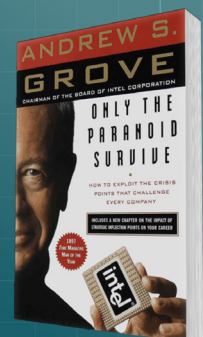
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ONLY THE PARANOID SURVIVE

How to Exploit the Crisis Points that Challenge Every Company

by Andrew S. Grove



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"Our **priorities** were formed by our identity; after all, **memories** were us."

Andrew S. Grove • *Only The Paranoid Survive*

"If we got **kicked out** and the board brought in a new CEO, what do you think he would **do**?"

Gordon answered **without hesitation**. 'He would get us out of memories.'"

Andrew S. Grove • *Only The Paranoid Survive*

"I stared at him, **numb**, then said, 'Why shouldn't you and I **walk out the door**, come back and **do it ourselves**?'"

Andrew S. Grove • *Only The Paranoid Survive*

What would the **next** leader do?

"People who have **no emotional stake** in a decision can see what needs to be done sooner."

Andrew S. Grove • *Only The Paranoid Survive*

Marry the mission.
Date the model.

"Had we **dithered longer**, we could have missed our chance at all of this."

Andrew S. Grove • *Only The Paranoid Survive*

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What would a **great** leader do?

What would an **others-first** leader, who is you, **do**?

WHAT WOULD A **GREAT** LEADER DO?

This question raises the standard of your leadership above the **circumstances** of your leadership.

WHAT WOULD A **GREAT** LEADER DO?

This question unveils **motives**.

You don't know if your values **guide** you until your values **cost** you.

WHAT WOULD A **GREAT** LEADER DO?

This question **reveals** weakness.

WHAT WOULD A **GREAT** LEADER DO?

This question will **inspire** you to reach beyond the limits of **personality** and **style**.

What would a **great** leader do?

Great leaders **last** because they lead themselves **first**.

