

Initial Consulting Engagement Discovery Interview Questionnaire:

(1) GOALS:

Beyond greater profits, what is most important to you personally? To your company?

(2) PERCEIVED LIMITS:

What is currently your biggest challenge? Obstacle? What's keeping you from becoming a "huge success"? [How do you define "success"?)

(3) UPSIDE POTENTIAL:

What do you see as your biggest opportunity? Where are you making the most money? Seeing the fastest growth?

BONUS QUESTION:

To help break out of stale or calcified thinking patterns

Assuming for a second that there is a "blind spot" in your thinking, what would it be? What firmly held belief has not been tested or challenged by your organization? If you believe that "There are no failures, just learning experiences", how would you "create a failure" to test that belief? What could you learn from such a "failure test" that you could apply towards future endeavors?

THREE CIRCLES: from "Good to Great" by Jim Collins

- PASSION
- WORLD-CLASS POTENTIAL
- KEY METRIC

ON BACK:

LIST RECENT / ONGOING INITIATIVES and rate their success or "learning potential"

