

# Listening in a Time of Great Change

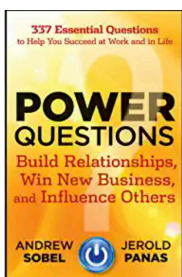
KAY EDWARDS

Kay Edwards reminds us of the power of good questions. Even more she gives powerful questions business leaders can use right now.

## For Deeper Conversation

1. How would you answer, “What does the world most need us to do”? Who else might you ask this same question? How might you compare their answers against your assumptions?
2. When is the last time you did some **internal** information gathering? How did it go? How many of your current team members were a part of this process? How did you curate that information and make it available for the group knowledge and corporate culture you are trying to build?
3. When is the last time you did some **external** information gathering — especially with long-time and major customers? How many of your current team members were part of this exercise? How did you curate that information and make it available for the group knowledge and corporate culture you are trying to build?
4. How did either the internal or external information gathering efforts result in any changes or additions you made to your business model, product or service offerings, etc?

## Going Deeper Still



### *Power Questions*

by Andrew Sobel and Jerold Panas

<https://amzn.to/3c95SA6>

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