

10 questions your leadership team should answer every quarter

Five frogs sit on a log. Four decide to jump. How many are left? **Five. Deciding and doing are not the same thing.**

01 What's the one objective this quarter?

One sentence. A paragraph means you don't have one.

02 What are we actually rewarding?

Check your last five promotions, not the values poster.

03 Who owns each outcome?

One name. Two names means nobody.

04 Which customer do we gain or keep?

If the answer is none, it's a hobby.

05 What tells us we're on track early?

Revenue confirms the past. Leading activities predict the future.

06 What are we stopping?

Name three. No stop list means a wish list.

07 What happens when a commitment slips?

A conversation in 48 hours, not an escalation in three weeks.

08 What must leaders do first?

Your team watches what you do, then decides what you meant.

09 Which people assumption are we betting on?

Skill, attitude, tools, process. Test it now.

10 What decision are we delaying?

Waiting for certainty is a decision too. Usually the costliest one.