

# **better questions, better teams.**

## **Leader → Creative Teams**

1. How clearly do you feel our vision is being translated into actual weekly execution?
2. What trends do you see shaping our work in the next year? Three years? And what should we do about it now?
3. What kind of feedback actually helps you grow versus what tends to shut you down?
4. Name the thing you would eliminate if there were no consequences.
5. Where do you sense a disconnect between what we say we value and how we actually operate?
6. What would keep you here for 5 more years?
7. What tradition or “how we’ve always done it” is holding us back?
8. How do you, as a team, measure success?
9. Where am I creating friction unintentionally?
10. What is something everyone is thinking but no one is saying?
11. If there were no limits, what would you try first?
12. What trends do you see shaping our work in the next year? Three years? And what should we do about it now?

## **Creative Team → Leader**

1. What patterns of behavior are being encouraged by the way we operate?
2. What’s the one bold thing you wish the team would explore?
3. How much risk are we really willing to take right now—not theoretically but in practice?
4. Where do decisions get stuck or slowed down, and what would unlock that?
5. How do you, as the leader, measure the success of our team
6. What’s working well, and how should we celebrate it?
7. Where should we be spending less energy right now?
8. What would you consider a distraction for us in this season
9. How can we make it easier for you to trust our decisions
10. How do you prefer to receive ideas—early and rough, or more refined?
11. When do you want to be involved in decisions, and when should we move forward without waiting?

**DAVID**   
**PRICE**