

Mastermind: The Future-Ready Mindset with Barry Gottlieb

Use these questions to start meaningful conversations with your team about the future of your business. Choose three to five prompts that are most relevant to your organization, encourage candid discussion and identify one or two ideas you can turn into action. Revisit the questions regularly to challenge assumptions, anticipate change and continue developing a future-ready mindset.

Challenge Assumptions

- If we were starting this company from scratch today, what would we do differently?
- What are we continuing to do simply because we have always done it that way?
- What should we stop doing?
- What would a disruptive startup in our industry look like?
- What would we create if we were not constrained by how our industry or business has traditionally operated?
- Are we reacting to change—or leading it?
- Where are we being reactive when we could be proactive?

Anticipate What's Next

- Which trends are we seeing but may be underestimating?
- How is technology changing the way flowers are bought and sold?
- What will younger buyers and the next generation expect that we are not prepared to deliver?
- Which emerging markets should we be watching?
- Is our industry becoming more commoditized or more differentiated? Why?
- What should we do now to prepare for where our industry is headed?

Create Greater Customer Value

- What problems do our customers have that we are not solving?
- Where are we making it difficult for customers to do business with us?
- Are we simply selling products, or are we creating value and solving problems?
- What do our best customers value most: price, reliability, consistency, insight, speed or relationships? How would we rank those priorities?
- What could we offer customers beyond the product itself?
- How can we help our customers sell more to their customers?
- What conversations are we not having with our customers that we should be?
- How could we move from being a supplier or retailer to being a true partner? What would that look like in practice?
- What would we do differently if our goal were to become our customers' most valuable partner?

- What would make us indispensable to our customers?

Find New Opportunities for Growth

- Where are we currently leaving money on the table?
- Which markets should we consider entering?
- Which customer segments might we be overlooking?
- How could we increase revenue without increasing volume?
- Where do we have a competitive advantage that we are not fully leveraging?
- What new product, service or capability could create greater value for our customers?

Strengthen Competitive Position

- If our biggest competitor wanted to put us out of business, what would they do?
- What would cause a customer to leave us for a competitor?
- What makes us truly different—and is it enough?
- How can we become known as the best at something specific?
- What could we do that no one else in our industry is doing right now?
- What would a truly elite organization look like in our market?
- What business are we really in?