



Rule No. 25 —Ask better questions.

This is a skill most leaders undervalue, because most leaders are trained to answer, not to think. The quality of your decisions depends heavily on the quality of the questions that preceded them. Leaders who ask better questions don't just get better answers, they uncover blind spots, surface assumptions, and spark clearer thinking in themselves and others.

The Hard Truth

Great answers start with uncomfortable questions.

Most bad business decisions come from answering the wrong question confidently. Before you solve the problem in front of you, make sure it's actually the problem. The quality of your decisions is entirely dependent on the quality of the questions you asked before you made them.

Ask Yourself —

What's the real question we're not asking?

Where are we mistaking answers for understanding?

Am I leading my team toward better answers, or am I limiting them by asking small, safe questions?

Action Steps —

This Week's Task: Question One Assumption

Choose one important decision, process, or challenge your team is currently working on. Before taking another step, identify one assumption everyone seems to accept without question.

Then ask your team one simple but powerful question:
What if our biggest assumption about this is wrong?

Resist the urge to answer immediately.
Listen. Explore. Challenge the first conclusion.

Your goal this week isn't to find a faster answer, it's to determine whether you're solving the right problem.

Success this week isn't measured by how quickly you reach a decision.
It's measured by whether you ask a question that changes the quality of the conversation.

This Rule Helps You With:

- Clarifying complex problems before rushing to solve them
- Driving strategic dialogue rather than passive reporting
- Fostering innovation by encouraging curiosity over certainty
- Uncovering root causes rather than addressing symptoms
- Developing a culture of critical thinking and honest inquiry

If you want better results, stop demanding better answers and start demanding better questions. Your job isn't to have all the solutions, it's to create an environment where the right questions surface and shape the path forward.

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Practice the principles.



Recommended Reading —



A More Beautiful Question, by Warren Berger

"The ability to ask beautiful questions, profound, ambitious questions that can shift the way we perceive or think about something, is one of the most powerful forces for change."

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 17

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...