

# Six Questions to Achieve Clarity

## The Six Critical Questions

Teams must be in alignment around the six critical questions that define their business and where it is headed. These include the following:

### Question 1: Why do we exist?

*The organization's core purpose, beyond making money.*

### Question 2: How do we behave?

*The limits of diversity that can exist within the organization – the core values that all employees must share to thrive.*

### Question 3: What do we do?

*A simple statement that defines the organization's business.*

### Question 4: How will we succeed?

*The anchors that define the strategy of the organization.*

### Question 5: What is most important, right now?

*The organization's rallying cry and over-arching objectives that are shared across the leadership team.*

### Question 6: Who must do what?

*The role of each leader in achieving those objectives.*

