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WHAT YOU BELIEVE...

1. You believe that...
2. Your take on the situation is that...
3. The narrow slice of the issue that more people should understand is...
4. The one thing that matters the most in this issue/trend is...
5. People are wasting too much time talking about...
6. The thing that should worry people is...
7. Conventional thinking says this, but we think it's really this...
8. The area where too much money and time is wasted in this industry is...

9. Overcoming this one obstacle would change the game...
10. To make a big difference in this area, you should focus on just this one thing...
11. You never want to be associated with...
12. Your product/industry/company matters more/less today because...
13. To make customers believers they need to understand this one thing...
14. If you had a crystal ball, what changes would you predict for your industry over the next two years?
15. What gets you most excited about your industry/business is...
16. What outrages/frustrates people about common practices in your business/field?
17. What makes people anxious about this issue/trend?
18. If you were to look at your business/organisation as a cause, what would it be?

19. What most surprises people about this issue?

20. What makes you angry about perceptions of your business/industry?

21. Why is your industry/service especially relevant at this point in time?

22. The biggest risk in this industry is (.....) and no wants to talk about it because...

23. People would be very surprised if they knew this about your industry/organisation...

24. The thing that could disintermediate our business/industry is...

25. You're hopeful that one day your industry will...