

# SOLUTIONS BASECAMP

## EXERCISE 3 | Thinking Time

*“avoid doing stupid things”*

*Keith Cunningham*

This a fantastic tool, by Keith Cunningham, to help you be more thoughtful about your decisions and decision-making, before you act.

It aims to help you do 5 key things:

1. Find the unasked question
2. Separate the Problem from the Solution
3. Check your assumptions
4. Consider consequences of being wrong
5. Create a plan to move forward

If you want to take your business to the next level, do these **often!**

### Here's how to do it:

- Decide on a specific question or questions you want to think about
- Eliminate **all** distractions
- Clear 60 minutes – aim for max 40-45 minutes of thinking
- Use the last 15-20 minutes to read over what you've written and capture the *best* idea/actions
- Write the question at the top of your page and a bullet / dot under it
- Write down your thoughts/ideas/answers against the bullets
- When you write down a thought/idea/answer, immediately do another dot underneath (it creates a 'what else?' feel...you will want to fill in the blank!)
- Don't judge or filter your answers/thoughts...just get everything out!
- Let one idea lead to another
- If you begin to dry up, ask the question again or ask it in alternative ways  
“what would xxxx do?”, “what would my competition do?”, “what could I do to make the situation worse?”
- Capture your ideas and actions while they're fresh
- Turn them into a plan
- Get the actions on your calendar

Here's a list of challenging questions to give you some great ideas begin!

*(Remember, don't try to do lots of questions at once. It's much more effective to do one question really well!)*

- What skills do I need to master to achieve the success I want?
- What am I compromising on in my business, because I want a quick win?
- What can I do NOW to really add value to my potential customers? (and my existing ones)
- What additional/new/related product or service can I offer to existing customers?
- What decisions am I not making?
- What risks am I not taking? Why?
- What questions am I not asking?
- What structure do I need to achieve what I want?
- Where are the biggest areas of my business that I can streamline?
- What are the blockers/choke points in my business and how can I remove them?
- What new tools can I introduce that will improve either my service to my customers or my business operations?
- What change in approach can I take, that would massively improve my service to customers?