

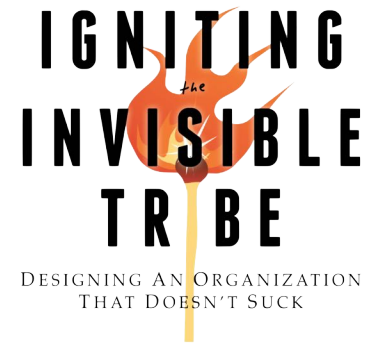
## IGNITION POINT, CHAPTER 2

If money were no object, what would I want out of life? What would I do with my time?

Deep down, do I truly believe work can be life-giving? What does life-giving work look like to me?

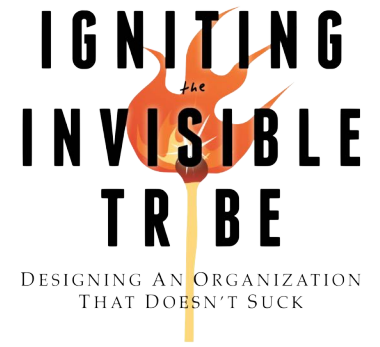
*(Think about the greatest leader you've personally known.)* In my eyes, what are a few qualities that made this leader so great?

How can I treat people more like the greatest leader I've known does/did?



## IGNITION POINT, CHAPTER 4

Do I really believe I can help create the future? Why or why not?



What are a few “interesting” (new, strange, unfamiliar) words becoming part of the conversations around me?

What was the last “spillover” (positive or negative) of work into my home life? How did it affect my overall wellbeing?

Instead of trying to find a mythical “balance” between work and life, how can I focus on creating work that gives me energy instead of being draining?

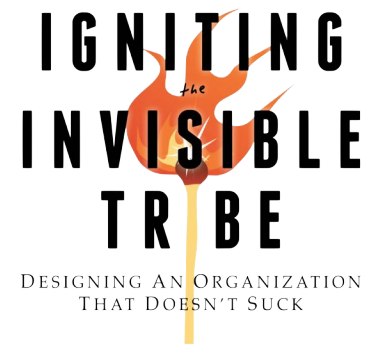
## IGNITION POINT, CHAPTER 7

When I think about the ever-increasing complexity of the world, what is my natural response to this chaotic feeling? Is this feeling helping me thrive?

What am I most passionate about? How can I connect with the tribe of people out there who are also passionate about this? (Some groups are bigger than others, but your tribe is out there, I promise!)

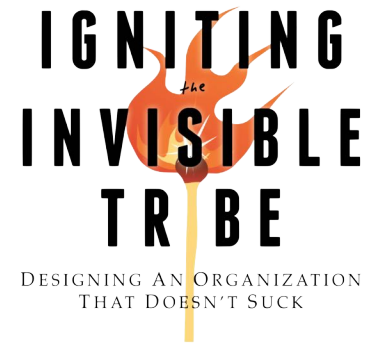
Is the organization I work with life-sucking or life-giving? Why do I feel this way?

In my workplace, do our organizational initiatives focus on individual development more than improving our human systems? How could we improve our human systems?



## IGNITION POINT, CHAPTER 9

What is the thing that is most scarce in my industry? Is that thing actually still scarce today... or am I just wishing it were?



What core need was the business model of my organization designed to meet?

Have any tribes formed around the work I do? If yes, how can I expand and better support those tribes?

If no tribes have formed, why haven't they? Is it possible they are simply invisible to me? How can I make them visible to themselves and to others?

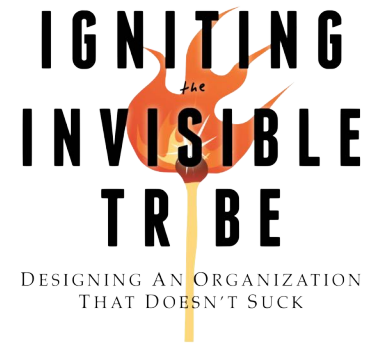
## IGNITION POINT, CHAPTER 11

Am I waiting on any “gatekeepers” I shouldn’t be waiting on? What’s the first step I can take to give myself permission to move forward?

Have I been ignoring the “some” who passionately care about our product/service because I think the “most” are more important? Who are the “some” that I should pay more attention to?

How can I deepen my relationships with the “some”— understanding that they are the *most important* members of the tribe?

Knowing that things always get messier before they get cleaner, how might I intentionally “create some messes” now which will grow something beautiful later?



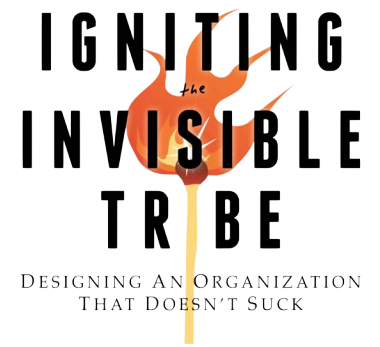
## **IGNITION POINT, CHAPTER 13**

What does my organization do better than anyone else on the planet?

What is the “big problem” we are trying to solve?

How are new technologies undermining the way we do business now?

How can we change our thinking to not see the above items as “undermining” but instead as fuel to help us ignite new innovations in our company?

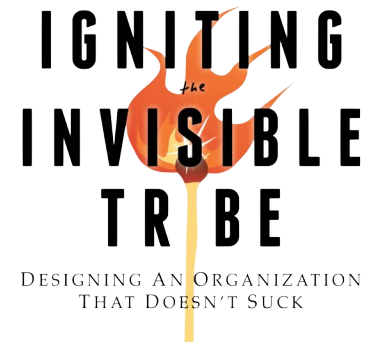


## IGNITION POINT, CHAPTER 14

What kind of work is most valuable to me (it regularly uses my unique gifts / strengths / talents)?

How can I use this kind of work to also produce something that is valuable to larger society?

How can I get paid for doing work that intersects these two points?



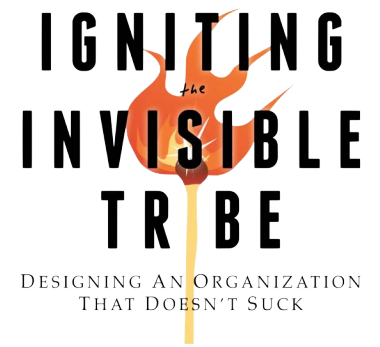
## IGNITION POINT, CHAPTER 15

How can we treat our products/services more like software that should be continually updated and improved?

How can we highlight the impact our company's decisions will have on future generations? (*Hint: think about your kids' kids.*)

How can we make our products/services more interesting and creative and remarkable?

How can we emphasize the value that our organization adds to the global community?





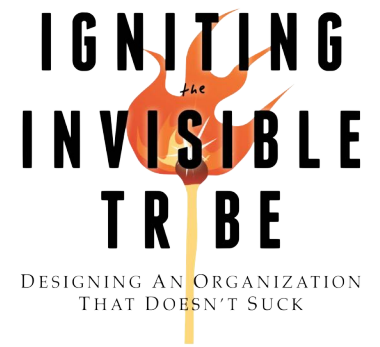
## IGNITION POINT, CHAPTER 16

What can I use as an “internal trigger” that will remind me to treat the workers around me with dignity?

How can I create more space in my daily life to “zoom out,” in order to have more time to reflect on the bigger picture and what is most meaningful about my work?

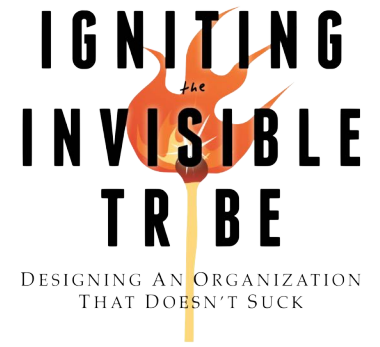
What can I do to help me see my work more as an art?

What are three ways I can use more of my inherent creativity at work?



## IGNITION POINT, CHAPTER 17

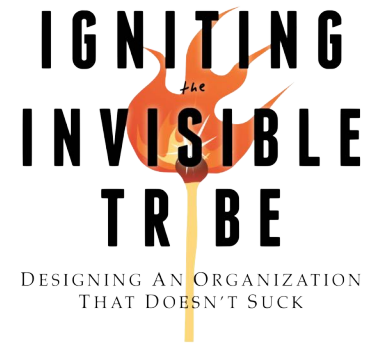
How can I help my organization better leverage the power of emerging generations to create and sustain a culture of change?



How can I help my organization involve our customers to a greater extent in the continual development and evolution of our products/services?

## IGNITION POINT, CHAPTER 18

How can I be more “connected” in the work that I do (more sustainable, more future-focused, more aware of the consequences of my behaviors)?



How can I be more “human” in the work that I do (give more dignity to those around me, more effort to learn people’s stories, pay attention to the strengths of others)?

How can I be more “meaningful” in the work that I do (remember the true end-user impact of my work, slow down for recovery and reflection, join a tribe that better aligns with my passions)?

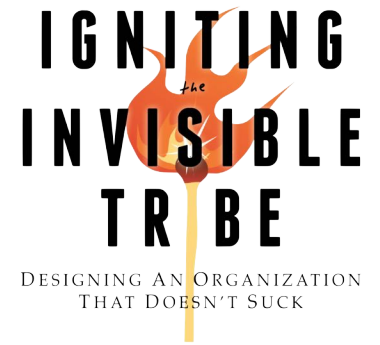
## IGNITION POINT, CHAPTER 20

What are a couple words or phrases I can consciously use more to construct a better world around me?

How do my perceptions change when I think about people's work as being about "architecting" (instead of "leading") and "building" (instead of "following")?

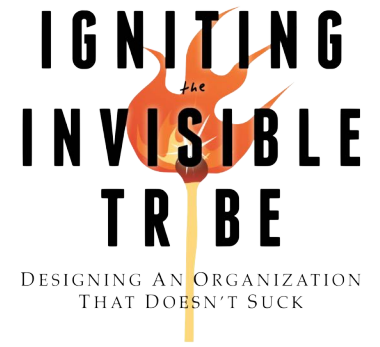
How much attention do I give the details of my work environment? What are three "small" things I can improve that would have a large impact?

How could my work environment be improved if we had someone whose job it was to focus on it? What would I fix first?



## IGNITION POINT, CHAPTER 22

Is my organization structured like a pyramid or a bridge? How many pathways to mastery do I have where I work?



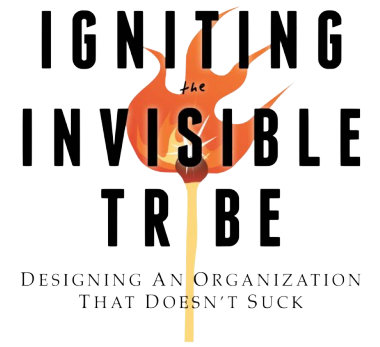
What would it be like to work in a place where I didn't feel like I had to climb a ladder designed for someone else in order to advance in my career? Visualize this experience; how does it make you feel?

What does my organization measure now? What do these measurements tell me about what we value, as a group?

What kind of things should we be measuring? *(Feel free to rewind and listen to this section again if you need a few suggestions!)*

## IGNITION POINT, CHAPTER 24

If my organization were an orchestra, would we be making beautiful music that people would come to watch?



How often do my organization's leaders talk about creating value?

How often do **I** talk about creating value? How can I make this a bigger part of the way I speak?

Do I know how I best create value for my organization? Distill it into one sentence and put it here:

## **IGNITION POINT, CHAPTER 25**

What am I going to do differently now?

