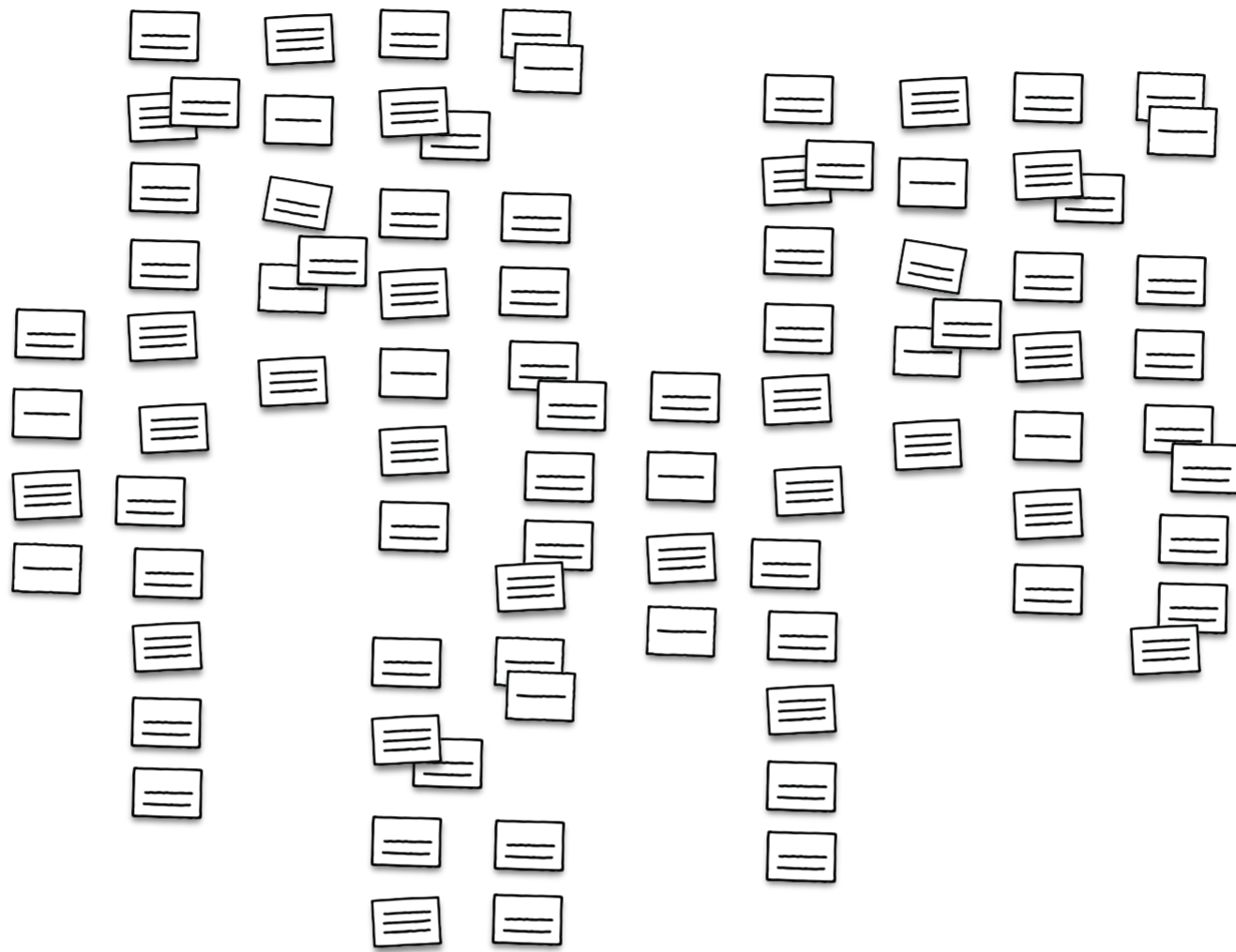


Question Burst

Developed by Greg Gregersen, Senior Lecturer @MIT



Set the Stage - 2min

Select a challenge you care deeply about. Invite a few people to help you consider that challenge from fresh angles. Ideally, choose people who have no direct experience with the problem and whose worldview is starkly different from yours. In two minutes or less, share your problem with your partners.

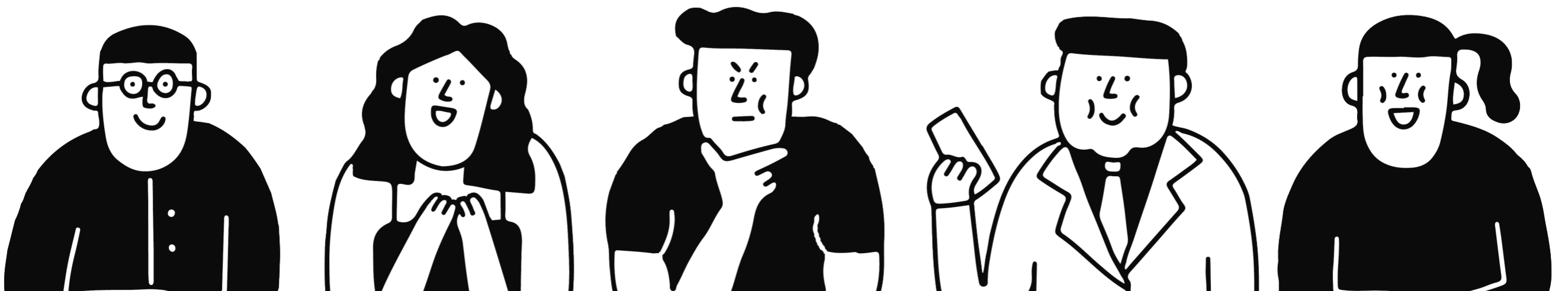
Brainstorm the questions - 4min

Set a timer and spend the next four minutes collectively generating as many questions as possible about the challenge. Follow two key rules: Don't answer any of the questions and don't explain why you're asking the questions. Go for at least 15-20 questions in four fast minutes. Write all the questions down verbatim, word for word as you hear them.

Identify a quest - and commit to it - 2min

Study the questions and select a few "catalytic" questions from the list, ones that hold the most potential for disrupting the status quo. Commit to pursuing at least one new pathway you've glimpsed - and do something about it as a truth seeker. Get to work and find some better answers.

<https://halgregersen.com/big-ideas/question-burst/>



Question:

How might we 100x the output of our social and content efforts?

1. HOW CAN WE CREATE A MODEL THAT HAS CONTINUOUS MOMENTUM
- 2.
- 3.
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- 19.
- 20.