

SUGGESTED INTERVIEW QUESTIONS

1. There are 11,000 business books published every year. Why should we talk or write about *your* book?
2. What results does this new paradigm to grow any business deliver?
3. Why did you choose to focus on the topic of growth?
4. What is unique about *Aligning the Dots*?
5. What are the traditional methods to grow a business?
6. Why do these traditional ways of growing a business rarely work?
7. What is counterintuitive about your new paradigm?
8. What is surprising about it?
9. How does it provoke new thoughts or bring “conventional wisdom” into question?
10. How did you come up with this new idea?
11. What in your background was critical to invent this new paradigm?
12. Does this new methodology apply to any business?
13. Can you give an example of a bad and a good alignment?
14. Who is the audience for this book?

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