

# Critical Thinking CHEAT SHEET

## TAKE YOUR BUSINESS TO THE NEXT LEVEL

As a business owner or leader, you're probably comfortable using gut instinct to make tough decisions or solve problems—even start something new. It's part of what you do. But to take your company to the next level, you need much more than your stomach to guide you.

You need to think critically. So, what exactly is that? It's taking the time to walk through all angles of a problem, decision or idea instead of simply reacting. You gather input from others, acquire any necessary information, and project a likely outcome.

The good news is that anyone can be a critical thinker. It's just a matter of making this skill a habit—including asking yourself, your team and customers plenty of questions on a regular basis. To get you started, **we're listing some general questions to ask** when you begin the process of thinking things through. Some will apply to you, while others may not. It's a great exercise to do regularly and will steer you in the right direction.

# THINK CRITICALLY

## WHO

- ... do we serve?
- ... will benefit?
- ... does it affect?
- ... needs to be involved?
- ... needs to be communicated with?
- ... does what by when?

## WHAT

- ... are we trying to accomplish?
- ... are the pros and cons?
- ... can I do to lead better?
- ... is the worst-case scenario and is it survivable?
- ... are other options?
- ... resources are required?

## WHEN

- ... is the right time to put a plan in place?
- ... do we take action?
- ... would it cause an issue?
- ... do we hire or ask for more help?
- ... do we know we're winning?
- ... can we expect results?

## WHERE

- ... can we improve?
- ... are we not maximizing our business opportunities?
- ... can we preserve resources?
- ... do our customers hang out?
- ... are my blind spots?
- ... do we go for help?

## WHY

- ... are we in business?
- ... is there a need?
- ... is it relevant to the team?
- ... do we need to change?
- ... do we keep making mistakes and how do we resolve them?

## HOW

- ... will this affect my team?
- ... will this impact our long-term vision and goals?
- ... does it align with our core values?
- ... does it benefit our customers?
- ... can we improve?
- ... do we change lives?