

What If Curiosity

Book of What If...? Entrepreneur's Guide 1.0

Questions to make you a more active reader of the book and owner of the learning and outcomes you get from your experience with it.

1. Based on the title alone, how would you describe the contents of the book?
2. How would you describe a “curious mind”?
3. Why do you think the title mentions “activities” in its subtitle?
4. What is the meaning of “if”?
5. Describe the connection between two or more images on the cover of the book.
6. What would you replace the ellipses (...) in the title with?
7. What makes you most curious about this book? What are you most excited to discover?
8. Why do you think the book comes with a warning on the back cover? How does this warning make you feel about what you’re about to discover while reading The Book of What If...?

The Book of What If...? does not have to be read in sequence; flip through it to get a feel for it.

1. Read the Preface
2. Note the chapters of the book
3. Mark any chapters, entries, or images that spark your curiosity
4. When and where do you think is the best time to explore “what if”?
5. Why do you think asking “what if” is valuable to entrepreneurs and innovators?
6. What is a current “what if” you can’t get out of your head?
7. If you could ask anyone a “what if” question, who would you ask and what would you ask?
8. Do you think asking “what if” is more beneficial in understanding the past or anticipating the future? Why?

These are some larger ideas and concepts to consider as you work your way through the entire book to help connect its contents both within itself and to extend to ideas and actions beyond the books’ pages.

1. For each chapter and entry, determine a central idea and explain how it is conveyed and supported through the text.
2. For entries that capture your curiosity, write a brief summary that is objective and free from your personal opinions.
3. For those same entries, write a short description of how it--the question and/or ideas mentioned--connect to a personal experience.
4. For entries that contain questions you have wondered before, describe any similarities or differences in what is shared or discovered after asking the question.
5. For entries you find helpful, write out a sentence or two why.
6. For entries that a clear answer would be helpful to you, your business, or your community, briefly explain why.
7. Find entries you think, if answered, would make your customers happy; why?

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8. Find entries you think, if answered, would make the world a better place; why?

More Specifically

1. How do the themes of the chapters (History, People, Stuff, Nature) all connect together and all connect to your business or innovation?
2. How, specifically, does your business or innovation connect to the themes of all four chapters?
3. What are specific historical “what ifs” from the book that would have significant impact on your business or innovation today? In what ways would your business or innovation be different as a result?
4. Who are specific people “what ifs” from the book that would have significant impact on your business or innovation today? In what ways would your business or innovation be different as a result?
5. What are some specific stuff “what ifs” from the book that would have significant impact on your business or innovation today? In what ways would your business or innovation be different as a result?
6. What are some specific nature “what ifs” from the book that would have significant impact on your business or innovation today? In what ways would your business or innovation be different as a result?
7. What are some of the most important businesses, innovations, or social movements you believe were sparked because of a well-worded “what if”?
8. Describe the most incredible discovery you’ve experienced asking “what if”?

Turn Your Curiosity Into Actions

1. I am now curious about _____
2. Something I discovered _____
3. Something I learned that can help me today _____
4. I did not realize how connected _____ is with _____
5. It is important to be actively curious because _____
6. Curiosity can help my business or innovation by _____
7. I am now ready to _____ using my curiosity for _____
8. In order to stay curious and do more with my curiosity and the curiosity of others, I must _____

The What If Curiosity Based Learning found in The Book of What If...? Integrates seamlessly and properly prepares you and your business or innovation for things like:

The Business Model Canvas
Design Thinking

Agile Methodology
Scrum Methodology

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