

QUESTIONS TO

SPARK & STOKE CONVERSATION

Pre-prepared questions are a great way to spark conversation and ensure that everyone participates, even if they haven't had time to read the entire chapter.

For those of you reading this who are the leader or book club facilitator at your organization, the questions below are simply a starting point—you are, of course, free to create your own.

For those of you reading this that are an employee or member of your organization, these questions will give you an idea of what to expect at the first book club meeting. While it's unlikely that every single one of these questions will be asked at the meeting, thinking about each of them will help you to prepare for every possibility in advance. Even if a particular question doesn't come up, thinking about the chapter from all angles is still a useful exercise.

The best book club questions are those that are open-ended and can't be answered with a simple "Yes" or "No". However, it can be difficult to strike a balance between questions that are open-ended and inclusive, but not so broad that particular people can railroad the entire book club into a prolonged discussion about their personal life or motivations. This can be particularly tricky when discussing a chapter that repeatedly says to *make it about them!* Again, navigating balanced and relevant conversation and ensuring that *everyone's* voice is heard is the role and responsibility of a good facilitator.

Naturally, you can use the chapter summary provided above to guide the conversation in addition to, or instead of, the questions below. As you read through each bullet point in the summary, ask your people, "Did this point resonate with you?" "How?" "Why?" "Tell me more," etc.

Above all, any questions you ask should connect the concepts in each chapter to how they relate specifically to your organization.

BOOK CLUB CONVERSATIONS FOR COMPONENT #1: DEVISE A VIRAL GOAL

- What do you think the author's purpose was in writing this book?
- What ideas was he trying to get across in this chapter?
- How do the ideas presented in this chapter apply to us at _____ (insert the name of your organization)?
- How does a "viral goal" differ from traditional goal setting?
- How might we start applying some concepts around a viral goal at our organization?
- How did the section about "making it about them" make you feel?
- How would growth personally affect or change your life?
- Do you agree that increased income and multiple growth opportunities are the two main motivations for most people?
- Apart from money and growth opportunities, what else motivates people in regard to growth?
- What did you already know about goal setting before you read this book?
- What new things did you learn?
- What questions do you still have?
- Are there any quotes, passages, or ideas you found particularly compelling?
- Do you have a new perspective as a result of reading this chapter?
- Did you learn something you didn't know before?
- How has your attitude or behavior changed?
- How does this book relate to your life or experiences?
- Did you connect with the subject matter? Did it make you nervous or excited?
- What did you like best about this chapter?
- What did you like least about this chapter?
- Which part(s) of the chapter stood out to you?
- If you had the chance to ask the author one question, right now, what would it be?

No matter what questions you decide to ask your people, at the end of each book club session, you (or each book club's leader/facilitator) should ask yourself the following questions:

- Does everyone understand the materials?
- Have we discussed ways that the material relates to us?
- Are my people excited and engaged? Is there buy-in?
- Did I *make it about them*?

If the answer to these questions is a resounding "Yes" then you are well on your way to devising a viral goal at your organization.