

21 examples of extreme questions

1. If our goal was to deliver just one specific service or product, what would it be?
2. If we all had to work on just one annual goal, which one would we choose and why?
3. Who would we hire regardless of cost?
4. What would we do if we had to hire someone in one week?
5. If we had to recruit a person by making only one contact, how would we do it?
6. What would it be if we could only do one employer branding activity a year?
7. If we could ignore cost, what Employer Branding activity would we plan?
8. If we could 3D print the ideal employee (e.g., a developer) and the system asked us for (at most) three traits/skills that person possesses, what would they be?
9. If we were to create a life-sustaining project and put it into production, what would we have to do to ensure that no one would die from using it?
10. What would we have to do if we could only put projects into production by pressing two buttons: "deploy" and "retract"?
11. If we only worked on maintenance projects, how would we ensure the development of our teams?
12. What would we do if all our customers disappeared, and we had to build our development and brand from scratch?
13. If we had to start selling our services without the Internet (even for search), how would we do it?
14. What if you were forced to charge customers in a completely different way? Which business model would we choose?
15. If we had to double our prices, how would we justify it?
16. If we had to do marketing without using anything we use now, how would we do it?

17. What would we do if we had to complete our project in a maximum of two sprints?
18. What would it take to rebuild a product in half the time?
19. If we never had the chance to talk to a customer again but had to finish or rebuild a product for them, what would we do (and how would we figure out what to build)?
20. What would be the most incredible thing to build in a project? What would we create if we didn't have to listen to anyone but ourselves and didn't have to consider anyone else? (not what would be most profitable)
21. If we decided tomorrow that all project teams would swap their projects, what would we have to do (or continue to do) to make that happen?