

# John Cutler's commonly asked questions

## with 30-second answers:

- I'm chatting with the CEO in 5 minutes. In 30 seconds, what do I need to know?
- Do you have any good news? Data?
- Did we learn anything since we last spoke? Data?
- What do we need to learn? How will we learn it?
- Has the story changed at all? How?
- Do you need help unblocking anything?
- Is there anything new I should know about?
- Go from your current work all the way to the company's near and mid-term goals.
- How are you measuring success for the current mission?
- Why is this the single most important thing we can be working on? Why now?
- How will the current work increase revenue and/or decrease costs?
- How will this work change customer behavior? Who exactly?
- What now becomes possible?
- Why this solution, out of the dozens of other ways we could achieve this goal?
- What is the actual bet here? How does it relate to other bets?
- Any emergent risks? How are we addressing these risks?
- What is the stopping function for the current mission?
- What's the actual user/customer feedback like?
- Have you exposed this to users/customers in production?
- What's the next important milestone?
- Briefly talk through your vision for the next six months.
- What does support, success, marketing, and sales need to know about this?
- How is team morale? What are you doing to make sure it stays strong?
- What are you doing to share real impact with the team? What is their response?
- If legacy decisions weren't an issue, what would you do differently in 3,6,12 months?