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# Educational Article

## Put Yourself In The Question Corner

Mike Collins

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## Put Yourself In The Question Corner

Here's a question you've never been asked:

How often do you have “flat-head” moments? You know, it's an hour or so after a meeting and you figuratively—or literally—smack your forehead with your hand and think, “Now, what was it they said?”

The average American forgets half of what a doctor tells them before they ever walk out of the doc's office; that can make for a lot of serious flat-head moments.

In today's constantly changing world it's easy to have important information slip by us, information we later need.

A great way to counter information escape is with **The Question Corner**.

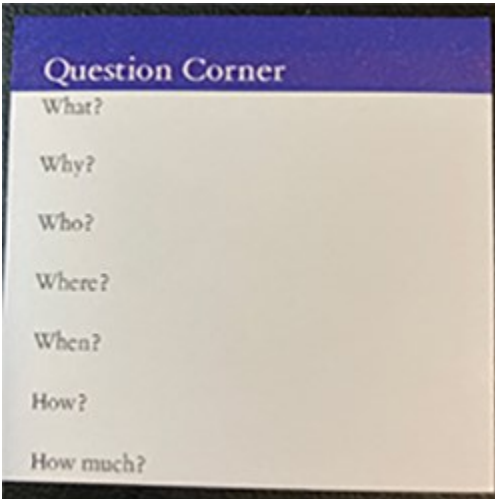
First, don't ever go into an important in-person or online meeting, phone call, or back-and-forth text/email conversation without something to write with and something to write on. Capturing crucial information on your phone or computer can work, but studies show writing to be the best way to implant information in our brains.

Next, in the upper left-hand corner of whatever you're taking notes on simply write seven questions: What? Why? Who? Where? When? How? How Much?

Why the left-hand corner? Because our culture reads left-to-right so it's the first place our eyes go when we see almost any type of document.

Stack the questions. Don't write them out in a line. When we read we don't see/read every word. Our eyes jump over words we determine to be less important and try to see only the words that matter. When we write the questions out in a line it's too easy to jump over some of them.

Here's another important question: Why use these specific words/questions? Because they point us to the crucial information in any situation or plan.



**What?** What is the goal? What steps do we need to make sure we complete? What is the one thing that, if we get it done, we're closer to success?

**Why?** Why are we doing whatever this is in the first place? What is our motivation/reason? As the author, Simon Sinek asks, "What is your 'Why?'"

**Who?** Who is involved in this? With whom do we need to connect? Who else might help us?

**When?** When should the What? be completed? When do we need to act? Is time an issue at all?

**Where?** Does location matter? Where does the event happen?

**How?** How will this get done? Does process matter? If we can't get it done the usual way is there another way?

**How Much?** In our society, when people hear How Much? they almost always think, Money. The How Much? could be focusing on financial cost or it might point to Time (How much time will this take?), Energy (How much physical or mental effort will be required? Do we need help?), or Ego (How much are you stepping out of your comfort zone? Are you attempting something new, different, or challenging; something that might make you hesitate?).

After learning about **The Question Corner**, a well-known, regional law firm had sticky-note pads created with the tactic printed on each sheet. Now, when a phone call comes in or employees enter in-person or online meetings they pull out a note pad and make sure they have the important information they need.

No more flat-head moments.  
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*About the Author: Mike Collins is president of The Perfect Workday Company, an information company based in the Research Triangle region of North Carolina. He is a speaker, writer and AENC member who focuses on helping organizations move through times of change.*

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