

# QUESTIONS ABOUT QUESTIONS

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INQUIRY FOR ENTERPRISE INNOVATION... AND MORE...

January 2009





## Executive Summary

At The DeSai Group, our consulting, learning, and research primarily focus on the question:

How do we create organizations that add value to customers and investors using innovation?

We are deeply passionate about how organizations can grow, change, build capabilities, learn, remove boundaries, and harvest the available potential of human hearts and heads. Through this passion, we hope to help organizations become [Living Organizations](#).

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In our constant search and research effort to address the role of innovation in generating business value, we are thankful to our clients, partners, colleagues, industry friends, and other visionaries who share our common passion, and allow us to ask questions that get us out of our 'box'. Recently our CEO, [Jatin DeSai](#) asked this question to our community:

### MAIN INQUIRY:

At this moment in time, what are you top 5 questions that if you had answers to, could make a significant difference in your career or life?

### 34 RAW ANSWERS – FOR FUTURE THINKING:

We thought you would enjoy reading the RAW ANSWERS 'as-is'. Unfiltered data can give us new lenses, new perspectives, and allow us to explore original thought without undue influence from "expert synthesis and interpretation."

In the following pages, you will also see names of people with links to their profile in [Linked-In](#) – one of the best professional networking services in the world – with over 25 million members.

### SUGGESTIONS ON HOW TO USE THIS INQUIRY:

If you are intrigued with any of the answers:

- 1) Talk about it with others... see what they can 'see'.
- 2) Tell us what you think...send a note to Mr. Jatin DeSai – [jdesai@desai.com](mailto:jdesai@desai.com).
- 3) Contact the person who answered it directly...and expand your network.
- 4) Subscribe to more such inquiry from DeSai at <http://www.desai.com/icontact.asp>
- 5) Share this document with others...to help them 'zoom'.



## INQUIRY ANSWERS FROM RESEARCH PARTICIPANTS:

1	<p><a href="#">Dave WireMan Maskin</a> WireNames.com - Corporate events &amp; private parties. 100% recycled aluminum wire.Green vendor (LION) davemaskin@yahoo.com</p>	<ol style="list-style-type: none"> <li>1. When will the stock market bottom out?</li> <li>2. When will we finally stop excessive greed in the business world?</li> <li>3. Will we remember the mistakes that lead up to today's world economic crisis and not repeat them in the future?</li> <li>4. When will solar power on homes and businesses become as common as the cell phone is today?</li> </ol>
2	<p><a href="#">Theo Chakkapark</a> International Insurance Broker</p>	<ol style="list-style-type: none"> <li>1. What means can I take to make sure my friends are just as successful?</li> <li>2. Will my parent's business ever succeed and come out of debt?</li> </ol> <p>I'm more interested in how can we foster creativity in each and every individual.</p>
3	<p><a href="#">Swaroop Mohanty</a> Looking Out...</p>	<ol style="list-style-type: none"> <li>1. How well is Jatin's Company doing and Managing operations, during the Crisis?</li> <li>2. What is your organization plan for expansion in India/Overseas (Increasing Headcount/Year)?</li> <li>3. In how many years can I become CEO, Will Jatin help in guiding and showing the way from his experience?</li> <li>4. Will the almighty provide me the opportunity to have a successful career, so that I can fulfill the aspirations of people connected and far away from me?</li> <li>5. In how many years My Vision given below will be fulfilled: Free Education For Children's? Free Accommodation For Old People (Senior Citizen)? Free Health Care Facilities? - By Transformation Of Farmers To Entrepreneurs &amp; Living Life To The Fullest.</li> </ol>
4	<p><a href="#">Sergey Lesnikov</a> Marketing &amp; Sales at Mirasoft Group, Global Sourcing Levi9 Nearshore IT service provider</p>	<ol style="list-style-type: none"> <li>1. Does this global recession provide the outsourcing industry with a mixed- bag of opportunities?</li> <li>2. What is the real Ukrainian potential in the IT outsourcing sphere? Who will be the next president of United States :)</li> <li>3. When will Global recession bottom out?</li> <li>4. What would be the main questions for you?</li> </ol> <p>Links:<a href="http://www.mirasoft-group.com">http://www.mirasoft-group.com</a></p>
5	<p><a href="#">M. (Monica) Begum</a> Journalist (investigative)/researcher/writer/yoga addict/sports fanatic/deep thinker/firm believer</p>	<p>None. If you simply stay in the present at all times, you won't have any questions.</p>



6	<p><a href="#">Alan Daly</a> Recruitment Relationship Advisor - SNC Lavalin [LION]</p>	<ol style="list-style-type: none"> <li>1. What are this weeks winning lottery numbers?</li> <li>2. What are next weeks winning lottery numbers?</li> <li>3. What are the week after winning lottery numbers?</li> <li>4. What are the week after thats winning lottery numbers?</li> <li>5. What are every weeks winning lottery numbers?</li> </ol>
7	<p>Management and Organization Development Consultant Connecticut, USA</p>	<p>Great question, Jatin. Mine would be:</p> <ol style="list-style-type: none"> <li>1. What do I want to be doing 5 years from now--both vocationally and avocationally?</li> <li>2. What plans do I need to make for the health and well-being of my loved ones?</li> <li>3. What could I be doing--right here/right now--at any given moment to be as fully aware as I can of life's richness?</li> <li>4. Am I keep balance between "art/adventure/peace"--regarding my multiple callings in this life?</li> <li>5. What can I offer to others in a larger sense of my time/talent/treasure so that I leave behind some kind of legacy--that my life has made a difference?</li> </ol>
8	<p><a href="#">Nicholas Vannoy</a> E-Waste Recycling - Cell Phones</p>	<ol style="list-style-type: none"> <li>1. What do people really want and need?</li> <li>2. Is it ethical?</li> <li>3. How do I get this?</li> <li>4. How do I produce this?</li> <li>5. How much do you want to pay?</li> </ol>
9	<p><a href="#">Venu Ravikanti</a> Senior Project Manager</p>	<ol style="list-style-type: none"> <li>1. What is the secret of happiness</li> <li>2. How can you make a difference in the world {How come a site like www.kiva.org has so little participation unlike LinkedIn?}</li> <li>3. How to we make the world better place to live I can only think of 4</li> </ol>
10	<p><a href="#">Rajeswaran Muthu Venkatachalam</a> Internal Audit Consultant &amp; Former Chief Audit Executive.</p>	<p>Life:</p> <ol style="list-style-type: none"> <li>1. What are the FAIL points that make us repeatedly commit the same mistakes time and again?</li> <li>2. While individually all of us tend to agree with each other on most of the common issues, why when it comes to 'groups' we often differ?</li> <li>3. What are the few things that will make us LOVE ourselves deeply?</li> <li>4. When we are forced to be a mere spectator of something we do not really like, what should we do?</li> </ol> <p>Career:</p> <ol style="list-style-type: none"> <li>1. Negotiating, Negotiating and Negotiating! That seems to be all about winning in our professional pursuits! What are the top 5 tips for a win-win situation?</li> <li>2. How to work with difficult, indifferent, negative personalities in the organization?</li> <li>3. How will we fill up the gap between achievement and satisfaction?</li> <li>4. How do we MEASURE our SUCCESS in our career?</li> <li>5. Is there a marked difference in the achievement feeling of a Professional Specialist and a Business Head?"</li> </ol> <p>Thanks for the opportunity to answer.</p>



<p>11</p>	<p><a href="#">Les DeGroff</a> Software Quality Assurance Lead</p>	<p>I am fully bound up in the un-answerable future questions</p> <ol style="list-style-type: none"> <li>1. When and how will I die. (lots of good planning can happen if you work with when you will die) Even better, how to get to indefinite life span or out of life alive.</li> <li>2. A magic item for instant wealth lotto number (only for me) would work, stock futures, a place for a claim on a high payoff mine, an inexpensive fad that will sell millions of items with high markup....</li> <li>3. If not number 2, where to get a "good" long lasting job... one with prospects for the next dozen years, not stressful, middle to upper middle class pay and benefits.</li> <li>4. Having my own financial security enabled, how to extend and leverage that for the long term (thousands, millions of years) benefit of humanity (this ties back to #1 esp. if I can get to the indefinite lifespan.)</li> </ol> <p>I was about to stop but may as well put in the fuzzy, after 1b, and (2 or 3) and 4, how to get happiness and satisfaction (other than lobotomy, drugs or other brain rotting treatment)</p>
<p>12</p>	<p><a href="#">Bob Garrett 8400 &amp; 21.5M contacts</a> COO at JGPHL</p>	<ol style="list-style-type: none"> <li>1. When the hell am I gonna get a job</li> <li>2. How the heck am I gonna get it</li> <li>3. When do I start</li> <li>4. What will I do</li> <li>5. And how much will I get paid</li> </ol>
<p>13</p>	<p>Creative Director, Dornenburg Group Advertising &amp; Marketing West Hartford, CT, USA</p>	<ol style="list-style-type: none"> <li>1. How can we reclaim the ideals of the "American Dream" for a new America?</li> <li>2. How can our nation become less aggressive and more accepting in our attitudes toward others with different views?</li> <li>3. How do we teach every child to listen deeply and act out of compassion rather than react out of fear?</li> <li>4. How can we promote and integrate healthier lifestyles choices -- body, mind and spirit into our day-to-day lives?</li> </ol> <p>How do we persuade individuals of the importance of unplugging from modern media to create more sacred space?</p>
<p>14</p>	<p><a href="#">Mark Petruzzi</a> Principal &amp; Founder at Mark Petruzzi, LLC</p>	<p>Great question! Two of my favorite quotes come to mind: Let everyone sweep in front of his own door, and the whole world will be clean" -Johann Wolfgang von Goethe It ain't what you don't know that hurts you, it's what you do know that ain't so -Josh Billings My most important questions of the present are almost always the same.</p> <ol style="list-style-type: none"> <li>1. Will this next action/choice make my inner life weaker or stronger?</li> <li>2. What is my intent here?</li> <li>3. Why am I giving my attention to this?</li> <li>4. How can my choice about this moment best lead to expansion and growth E.g., Of either ability or perception or life) for myself and/or another?</li> <li>5. Does this next choice lead to more or LESS freedom for myself and/or another? The answers to these questions,</li> </ol>



		<p>when I remember to ask them, are usually right here with me. In my experience, when I am honest about the answers, next steps are easier to perceive and decide on, and generally things work out better all-around - in business and in life. I am always looking for improvement in how often I remember to ask, and how well I listen for the answers. ;-)</p> <p>Thanks for asking...</p>
15	<p><a href="#">Karlin Sloan</a> Founder, Karlin Sloan &amp; Company</p>	<ol style="list-style-type: none"> <li>1. What are my greatest opportunities to contribute to a more sustainable world?</li> </ol>
16	<p><a href="#">Annemarie DeMarco</a> Experienced Executive with HR, PR and Project Management Background</p>	<p>This sure is a thought providing question, my answer:</p> <ol style="list-style-type: none"> <li>1. What skills will be important in the job market over the next 20 years?</li> <li>2. How can we achieve peaceful co-existence in the world?</li> <li>3. How can we best convince people to reduce their carbon footprint?</li> <li>4. How do we achieve economic parity across cultures?</li> <li>5. How can I make the world I live in a better place?</li> </ol>
17	<p><a href="#">Jim Hart</a> CEO at mavSolve inc., Results focused management consultant</p>	<ol style="list-style-type: none"> <li>1. What is it going to take to get back to a place of life, liberty and the pursuit of happiness, instead of a constant thriving for mediocrity?</li> <li>2. How can I help accelerate the above?</li> <li>3. Who is with me?</li> </ol>
18	<p><a href="#">Nanette Saylor</a> Owner and Founder of WiseWellWomen, Inc.</p>	<p>A few years ago I finally figured out that no matter how hard I tried to find "all the answers", I was never going to find them...yes, the future is uncertain, and even more importantly, mostly outside of my control.</p> <p>And my constant state of "seeking" was detrimental to me "getting present". At the end of the day, I learned that it all comes down to me, and how I "show up" in life today...</p> <p>So, thanks to a coach of mine, and author of "Journalution", Sandy Grason, I start my day with two questions:</p> <ol style="list-style-type: none"> <li>1. What is the most important thing I can do for "me" TODAY</li> <li>2. What is the most important thing I can do for my business TODAY?</li> </ol> <p>If I take a minute to listen for the answers and "hear" them clearly, and take inspired action on those two things each day, then I have the solid stepping stones toward my vision for the future.</p> <p>Of course, I had to start with a clear vision statement. Relative to my business strategy, I've added another one to my list, that comes from another great coach, Heather Dominick, of EnergyRICH(r):</p> <ol style="list-style-type: none"> <li>1. Who is my ideal client? not just what does he/she look like, but what motivates him/her, and what does he/she value in life, what does he/she need? And of course, then this moves into the realm of questions about who am I? (since my ideal client is a reflection of me)</li> <li>2. What do I value?</li> </ol>



		<ol style="list-style-type: none"> <li>3. What motivates me?</li> <li>4. What makes me feel good about myself?</li> <li>5. Who is the person I want the world to know today?</li> </ol> <p>If I am clear about those simple foundations, then all of the strategic answers appear almost effortlessly.</p> <p>Links:  <a href="http://www.sandygrason.com">http://www.sandygrason.com</a>  <a href="http://www.energyrichcoach.com">http://www.energyrichcoach.com</a></p>
19	<a href="#">Thao Ly</a> Incoming Law Student with Aspirations of Becoming Senator or Governor	<ol style="list-style-type: none"> <li>1. How will I die? [This is inspired by the movie "Big Fish"]  <a href="http://www.imdb.com/title/tt0319061/combined">http://www.imdb.com/title/tt0319061/combined</a></li> <li>2. If I know how I die I imagine that I would be more bold and fearless</li> <li>3. What is the biggest/most regretful mistake I will make in the future?</li> <li>4. Will I be who I want to be years from now?</li> </ol>
20	<a href="#">Cristostomo Mancini Martins</a> Program Manager at ArvinMeritor	<ol style="list-style-type: none"> <li>1. Will my simple values still be necessary and enough to my kids 30 years from now?</li> <li>2. Does human kind will finally arrive to a level which individualism and corruption will be superseded by collectivism and honesty?</li> <li>3. Which place or country will be the less affected or take benefit of the unrecoverable climate change?</li> <li>4. Is it possible to build a new world economy where financial manoeuvres will be unfruitful, thus useless?</li> <li>5. If a bank is an organization and the money is its raw material, who are the suppliers? And who are the customers? Thus, do they care of the Customer Satisfaction or have a sort of Supplier Satisfaction?</li> <li>6. Will I see my grandson's birth? and wedding? Will I live after death?</li> </ol>
21	<a href="#">Santoso Lembono</a> Principal Electronics Engineer	<p>Be prepared and the right time...! That's all it takes to get to where we want in life as well as career.</p> <ol style="list-style-type: none"> <li>1. What is the key to come up with a successful business plan...?</li> <li>2. What is the best marketing strategy to create customers...?</li> <li>3. What is the best approach to get in touch with big company...?</li> <li>4. What is the best execution to make the business successful...?</li> <li>5. How many year does it take to make the business successful...?</li> </ol>
22	<a href="#">Kristine Boehler</a> Information Technology and Services Professional	<ol style="list-style-type: none"> <li>1. What happened to just going to work and getting your job done with pride?</li> <li>2. What would the world and work be like if we all just were ourselves instead of the "acts" everyone has put on us?</li> <li>3. How different would our lives be and profitable would our businesses be if we just did what is right?</li> <li>4. Why is "new" management so hung up on forcing everyone in to a career path - don't we benefit from those who just do their job well and are satisfied with it?</li> </ol>



23	<p><a href="#">Gail Johnson Morris</a> Customer-centric Financial Services Executive - in transition.</p>	<p>This is such an interesting discussion thread! My top 3 for the market conditions:</p> <ol style="list-style-type: none"> <li>1. What components of the capitalist system will not survive this major check it the world's financial markets?</li> <li>2. What industries will be going through high-growth in the next 3 years?</li> <li>3. How can we get much better at sharing and implementing best practices across industries, geographic, religious and economic boundaries?</li> </ol>
24	<p><a href="#">John E. Smith</a> Engaging leadership and management development facilitator</p>	<ol style="list-style-type: none"> <li>1. Why does my self-confidence ebb and flow? My skillset and experiences are firm, my network is solid and I'm basically the same person each day, but some days I feel much more comfortable in my own skin than others.</li> <li>2. How could I really spend my days doing the things I am best at doing in the environments that I most enjoy being in . . . and still make a living?</li> <li>3. What stops others from being more effective at work? This is the question that I am usually hired to answer, and the more I work at answering it, the more potential answers I find.</li> <li>4. I always go to the personal with these kind of questions, rather than to the societal or global perspective. I can change me, if I know the "right answers".</li> </ol>
25	<p><a href="#">Nicole Paluszek</a> Owner, Alexandria Enterprises, Sustainable Land Management Consultant</p>	<ol style="list-style-type: none"> <li>1. Which countries will have the smallest, least oppressive governments &amp; the most freedom for individuals and respect for private property?</li> <li>2. What are the psychographics for my most profitable target markets/ audiences?</li> </ol> <p>That's all the really important questions I can think of right now - all else follows from them, especially the first one.</p>
26	<p><a href="#">Karen Finch</a> Business Analyst at Evaluating Opportunities and Consultancy</p>	<p>Here are the questions I would personally like to have answered:</p> <ol style="list-style-type: none"> <li>1. What are my greatest gifts and strengths?</li> <li>2. What is my life's purpose? (i.e. Why was I born?)</li> <li>3. What one personal characteristic or quality do I have that most keeps me from achieving my greatness? What can I do to let that go?</li> <li>4. If I lived from my life's purpose, how could I best serve my planet?</li> </ol>
27	<p><a href="#">Sanjeev Sadavarti</a> Head - Corporate Quality at Apollo Tyres Limited</p>	<p>My questions.....</p> <ol style="list-style-type: none"> <li>1. Should I work or start my own?</li> <li>2. What takes more effort...be CEO and lead the team or convince CEO.</li> <li>3. What are things that I can do out of which money will flow out on its own once effort is put in (e.g. writing a book?)</li> </ol> <p>Believe me...I am really searching answers of these.</p>



28	<p><a href="#">Mark Gray, MBA, PMP</a> Senior Project Manager at NXP Semiconductors</p>	<p>Aside from all the good, serious questions - there's only one that I would like answered right now:</p> <ol style="list-style-type: none"> <li>1. What are the winning numbers on this weeks. Euromillions Lottery Draw. Then all the questions about career, studies etc become pretty much irrelevant and in addition I'd have the time to think long and deep on all the philosophical questions I have...</li> </ol>
29	<p><a href="#">Raghuram Natesan</a> Program Manager at Cognizant Technology Solutions</p>	<p>From a business perspective:</p> <ol style="list-style-type: none"> <li>1. How will businesses regain trust and ensure that this does not occur again?</li> <li>2. How can we prevent the exploitation cycle that occurs in business?</li> </ol> <p>From a human perspective:</p> <ol style="list-style-type: none"> <li>1. What is it going to take for people to recognize life?</li> <li>2. When would we learn how futile it is to fight?</li> <li>3. How do protect the world from destroying itself? -When will we learn to share?</li> </ol>
30	<p><a href="#">Balasubramanyam Karanam</a> Scientist at Johns Hopkins</p>	<p>Sai Baba says "Politics without principles, Education without character, Science without humanity, and Commerce without morality Are not only useless, but positively dangerous. If you closely watch the subprime loans leading to present situation it is just the moral values decline in commerce led to this.</p>
31	<p><a href="#">Sundararajan Mohan</a> HR and Quality Management Professional deeply interested in E Learning</p>	<p>The primary question that arises in my heart is:</p> <ol style="list-style-type: none"> <li>1. WHAT CAN I CONTRIBUTE TO THE YOUNGER GENERATION?</li> <li>2. The second question is: WILL MY EXPERIENCE, EXPERTISE AND KNOWLEDGE BE OF ANY VALUE?</li> <li>3. The third question is: ANYONE OUT THERE WHO MIGHT BE INTERESTED?</li> <li>4. The fourth question is: DO YOU BELIEVE THAT THE VALUES OF TRUTH AND RIGHTEOUSNESS CAN ULTIMATELY BE EMBEDDED IN TODAY'S ORGANISATIONAL CULTURE?</li> <li>5. The fifth question is: CAN WE DISCUSS?</li> </ol> <p>The SAI PROFESSIONAL GROUP which I have reached seems to say a resounding " YES!" So you can expect to hear from me again!</p> <p>In a stormy situation out there, in the US as well as in India, with the economics going all over the place, with political change in the offing and with winter setting in, KEEP YOUR CALM, STAY ANCHORED IN SWAMI AND BE BALANCED IN EVERYTHING YOU DO!</p>
32	<p><a href="#">Scott Sandler</a> Financial Analyst at Terramar Retail Centers</p>	<p>How about one?</p> <ol style="list-style-type: none"> <li>1. What is the purpose of Life? (Maybe the answer to the most important question is that there is no answer.) The fact is. there is no answer which fully satisfies.. Give up whys? and give up answers and we 'll be a lot better off:)</li> </ol>



33	<a href="#">Verne Wheelwright, Ph.D.</a> Founder, Personal Futures Network	Rather than try to give you a list, I'll refer you to the Personal Futures Workbook. I can't attach it, so please go to <a href="http://www.PersonalFutures.net">www.PersonalFutures.net</a> . The workbook is a free download in PDF, and applies futures methods to individual lives and careers. The workbook is the result of my dissertation research, and will lead you through the personal futuring process that will answer your question.
34	<a href="#">Danila Medvedev</a> Futurologist	<ol style="list-style-type: none"> <li>1. How to persuade people to become immortalists (to agree that radical life extension is desirable)?</li> <li>2. How to communicate radical transhumanist visions of the future without causing future shock?</li> <li>3. What are the best methods available today for slowing down my personal biological aging?</li> <li>4. What are the best methods to increase my intelligence?</li> <li>5. What pharmacological drugs are safe and effective in improving my intellectual performance and psychological well-being?</li> </ol>

## ABOUT THE DESAI GROUP

DeSai is an Innovation Execution consulting firm, helping our clients build sustainable innovation capabilities for continuous growth.

Our Four Service Domains: To thrive in today's business climate, a business must constantly evolve to nurture the true needs and aspirations of the organization by effectively integrating four critical elements for breakthrough results:

1. **Innovation** – ability to offer new products and services with speed and agility.
2. **Execution** – to flawlessly deliver on the business promise - with discipline, rigor, accuracy, and commitment.
3. **Leadership** – ability to create history for where there is none – moving beyond management and bottom line mindset to strategic and long term future thinking mindset.
4. **Learning** – to develop and grow by harvesting the highest potential of all employees through creativity and engagement.



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