QUESTIONING ASSUMPTIONS

List 20 or more generally held assumptions in the field/business your project is in or that are related to your category of products or services.

Go through the assumptions one by one to identify whether they are actually valid and justified, or if they can be questioned. Ask why, why, why..?

Individually vote for 2 assumptions you think cannot or should not be challenged and for 2 that should be challenged.

Use 20 minutes for this in total.