

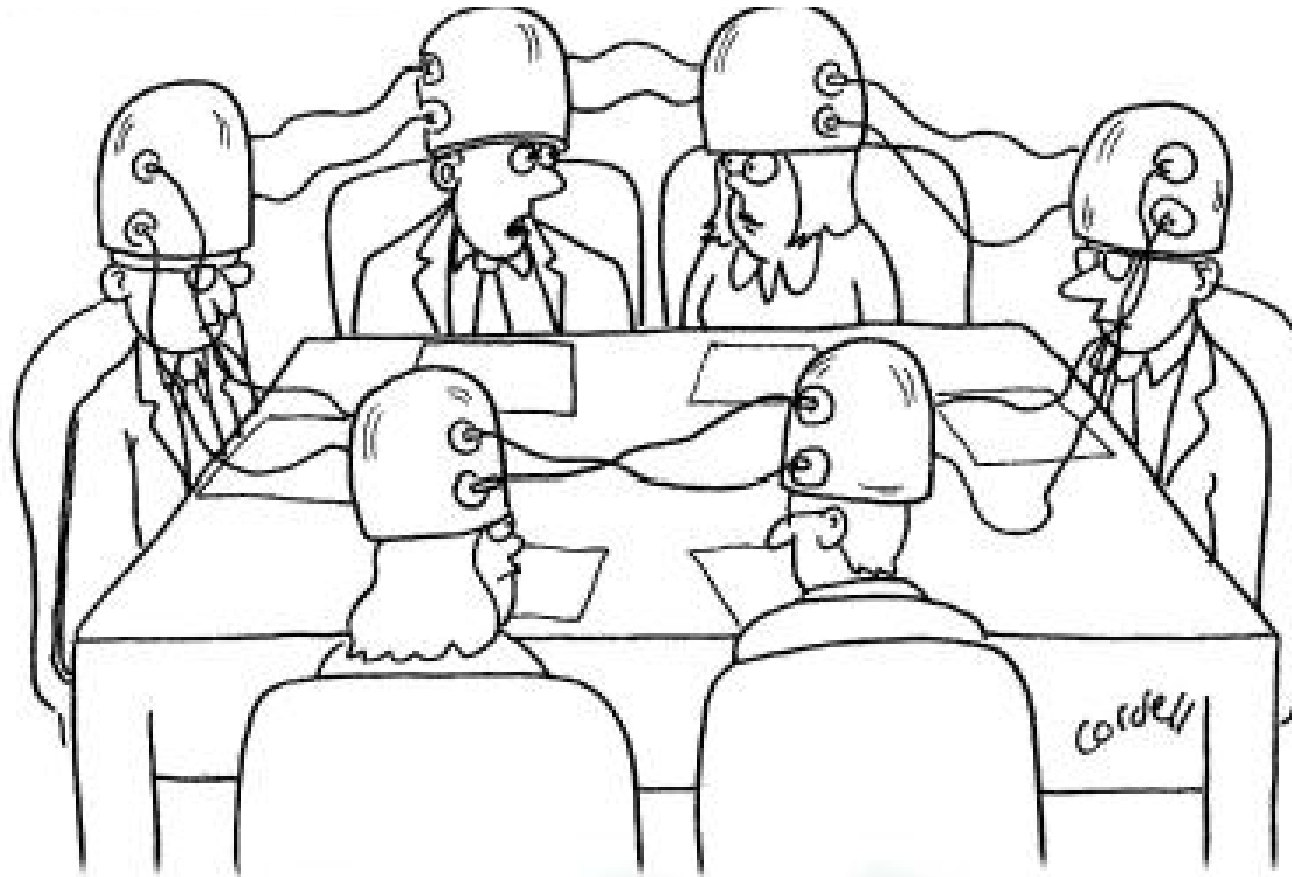


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# Q-Storming: Questioning Your Way to Solutions

Facilitator: Jessica L. Levin, CMP



"Frankly, I'm not sure this whole idea-sharing thing is working."



# Q-Storming Assumptions

- Great results *begin* with great questions
- Most any problem can be solved with enough of the right *questions*
- The questions we ask *ourselves* often provide the most fruitful openings for new thinking and possibilities.



# Q-Storming Guidelines

- Questions should be first-person singular or plural, using "I" and "we." You want new questions to *think with*, not necessarily to ask someone else.
- Generate questions from Learner mindset and avoid Judger.
- Questions are mostly open-ended, not closed ("How can I?" rather than "Can I?" and "How can we?" rather than "Can you?")
- Invite courageous and provocative, as well as "silly" and "dumb" questions.



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# Start with a Statement

In today's competitive environment, accounting firms need marketing.

# Round 1





Reflections?

# Round 2





# Problem Solving

- Select 2-3 questions
- Develop responses
- Prepare a statement
- Role play



# Implementation

- Would this work in your firm?
  - Why or why not?
- What problems can you see using this for?
- Other comments?



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# Thank Q!!!

**JESSICA L. LEVIN, CMP**  
**[JLEVIN@MSNAINC.ORG](mailto:JLEVIN@MSNAINC.ORG)**  
**@JESSICALEVIN**