

THE 5Q METHOD

FIVE QUESTIONS YOUR COMPANY CAN ANSWER. CAN YOU?

A ONE-PAGE REFLECTION FOR LEADERSHIP, LIFE, AND WORK

High achievers know what their company stands for, why it exists, where it is going, who belongs, and how results are measured. Yet many have never answered those same questions for themselves. That gap shapes decisions about values, career, relationships, life, and well-being.

The 5Q Method is the process. Your Leadership Platform is the result: the personal standard that guides your decisions and allows others to measure whether your actions match what you say matters.

Your job can express your purpose. It cannot contain it.

QUESTIONS 1-4 DECLARE YOUR PLATFORM. QUESTION 5 DEMANDS EVIDENCE.

1

WHO ARE YOU?

YOUR COMPANY CALLS THIS: BRAND IDENTITY STATEMENT

Describe who you are beneath your titles, accomplishments, responsibilities, and reputation.

AT MY CORE, I AM...

2

WHY ARE YOU HERE?

YOUR COMPANY CALLS THIS: MISSION STATEMENT

Define what you believe you were created to contribute and who benefits when you live it.

I AM HERE TO...

3

WHERE ARE YOU GOING?

YOUR COMPANY CALLS THIS: VISION STATEMENT

Describe the life and future your choices are building for you and the people you serve.

I AM BUILDING A FUTURE WHERE...

4

WHO'S GOING WITH YOU?

YOUR COMPANY CALLS THIS: CULTURE FIT STATEMENT

Describe the like-minded people whose direction aligns with yours, whether they are ahead of you, behind you, or alongside you.

I CHOOSE TO WALK WITH...

5

HOW CAN ANYONE TELL?

YOUR COMPANY CALLS THIS: IMPACT REPORT

Identify three specific examples from the past six months that show your actions align with your platform.

IN THE PAST SIX MONTHS, THE EVIDENCE IS...

The 5Q Method creates clarity. Your Leadership Platform guides what comes next.

The goal is alignment, not perfection.

WHAT CHOICE WILL YOU MAKE DIFFERENTLY NOW THAT YOU CAN SEE THE GAP?

Name the choice, the next action, and when you will revisit it.