

A FIELD GUIDE FOR BETTER THINKING

The Clarity Questions

The questions great leaders ask to create greater clarity

In their thinking, leadership, and decisions.

DAVID HOLLOWAY

For those willing to slow down.

Your Life Is Already Being Shaped by Questions.

Whether you realize it or not...

You're asking yourself questions all day long.

Some out loud.

Most quietly.

Questions like...

Why can't I figure this out?

What if this doesn't work?

How am I going to get everything done?

Am I good enough?

You rarely notice them.

But your brain does.

Every question sends your mind searching for an answer.

Ask better questions... and your brain begins looking for better possibilities.

That's why this guide exists.

Not to give you more information.

To help you think differently.

Because your life doesn't change the day you find all the answers.

Your life changes the day you begin asking better questions.

Every question gives your mind a direction.

Ask yourself,

“Why does this always happen to me?”

...and your mind starts collecting evidence.

Ask yourself,

“What’s the opportunity here?”

...and your mind starts searching for possibilities.

Your brain is always searching. The only question is...

What have you been training it to look for?

The questions you ask shape your focus.

Your focus shapes your decisions.

Your decisions shape your direction.

Your direction shapes your life.



If we want a better future...we must...

Start asking better questions.

BEFORE WE BEGIN

Let me make you one promise.

If you find one question in these pages that changes the way you think...

This guide will have been worth your time.

This isn't a test.

You don't need to answer every question.

You don't need to answer them in order.

You don't need to finish this guide today.

Instead...

Slow down.

Pay attention to the questions that stop you.

The ones that make you pause.

The ones that stay with you long after you've closed the book.

Those are usually the questions that change us.

My hope isn't that you finish this guide.

It's that one question follows you long after you've finished it.

Because one better question...

can lead to one better decision.

And one better decision...

can change the direction of a life.

A SHORT STORY

One Question Changed Everything...

Fall 2009

Denver Colorado

I was sitting in the locker room at Mile High Stadium before one of the biggest games of my career.

The player to my left had a towel over his head, listening to gospel music. The player to my right was slamming his hands into another player's shoulder pads, getting himself ready.

The crowd was roaring above us. Kickoff was only minutes away.

And me?

I wasn't preparing for the game.

I was fighting a battle in my own mind.

I had my headphones on, listening to a coaching call. I wanted one more idea before taking the field.

Then I caught myself.

Everyone around me was preparing for the opponent.

But for me. The biggest battle that night wasn't happening on the field. It was happening between my ears.

One question kept repeating itself...

“Do I really want to do this?”

That question quietly stole my focus.

And when your focus drifts...

Your performance usually follows.

I went on to play one of the worst games of my career.

Looking back, I realized something that has stayed with me ever since.

The game didn't determine how I played.

The question I carried into the game did.

That's when I realized something I'll never forget.

The questions we repeatedly ask ourselves shape the lives we eventually live.

So let me ask you...

What question have you been carrying with you lately?

YOUR CLARITY CHECK-IN

Before we begin...

without overthinking it...

Where are you today?

- ☐ Clear
- ☐ Curious
- ☐ Focused
- ☐ Hopeful
- ☐ Stuck
- ☐ Distracted
- ☐ Overwhelmed
- ☐ Uncertain
- ☐ Drained
- ☐ Open

WHAT QUESTIONS ARE RUNNING YOUR LIFE?

Long before we change our lives...

we usually change our questions.

The problem is...

most of us never choose them.

We inherit them.

We repeat them.

We ask them so often they become automatic.

Without realizing it...

they begin directing our attention.

And eventually... our lives.

Before discovering better questions... let's become aware of the ones that may already be shaping your thinking.

Check any that sound familiar.

- ☐ Why does this always happen to me?
- ☐ Why can't I figure this out?
- ☐ What if I fail?
- ☐ Why am I always so busy?
- ☐ Why doesn't anyone understand me?
- ☐ What deserves more of my attention today?
- ☐ What problem am I actually trying to solve?
- ☐ Is this the best question I could be asking myself right now?

Which question has quietly been shaping your life lately?

Better Questions.

Better Focus.

Better Decisions.

Better Direction.

Better Life.



Find the one question that's meant for you.

Then...

Live It.

PART ONE

See Clearly

You can't change what you don't see.

REFLECTION ONE

Awareness

It's the end of the day.

You were busy from the moment you woke up.

Emails. Meetings. Texts. Deadlines. Conversations.

Then someone asks,

“What actually moved your life forward today?”

You pause. You're not sure.

Not because you were lazy.

Because life quietly stole your attention, one distraction at a time.

Life will always compete for your attention.

The question is...

Will you decide where it goes... or let everything else decide for you?

—

What deserves more of my attention today?

GO DEEPER...

- What has been occupying more space in my mind than it deserves?
- What distraction keeps pulling me away from what matters most?
- What have I been saying “yes” to that I should say “no” to?
- If I focus on only one thing today, what would it be?
- What would change if I gave that my full attention?

MY INSIGHT

MY NEXT STEP

What’s one decision I can make today that reflects what matters most?

REFLECTION TWO

Identity

Success has a way of filling your calendar.

Responsibilities fill your days.

Expectations fill your mind.

Without realizing it...

**You can spend years building a successful life...
while becoming someone you never intended to be.**

The greatest gap in life isn't always between where you are and where you want to be.

Sometimes...

It's between who you are today...

And who you know you're capable of becoming.

Every meaningful change begins there.

—

Who am I becoming?

GO DEEPER...

- How do I feel about myself when I'm by myself?
- What story about myself am I still believing?
- Is that story helping me...or holding me back?
- What's already true that I need to believe more often?
- Who could I become if I fully believed in myself?

MY INSIGHT

MY NEXT STEP

What's one decision I can make today that moves me toward the person I want to become?

REFLECTION THREE

Understanding

The first explanation isn't always the right one.

It isn't always the complete one, either.

Under pressure...

We tend to react before we understand.

The best leaders resist that urge to react right away.

They take a pause.

Get curious.

And, they seek to understand.

Because before deciding what to do... seek understanding before you act.

—

What's really going on here?

GO DEEPER...

- What assumptions am I making?
- Am I reacting to the facts or my interpretation?
- What would this look like if it were simpler?
- Whose perspective do I need to understand?
- What truth do I need to face?

MY INSIGHT

MY NEXT STEP

What's one decision I've been avoiding that I'll make this week?

BEFORE YOU CONTINUE...

Before you move on...

pause.

You've started thinking differently.

Clarity doesn't come from reading more.

It comes from seeing more clearly.

So before you turn the page, ask yourself one more question...

Which question challenged me the most?

Because the question you want to avoid...

is often the one you need the most.

A STORY

One Conversation I'll Never Forget

After a keynote, a CEO waited until everyone else had left. We talked for a few minutes.

Then he said something I've never forgotten.

"I don't think my company has a communication problem."

I smiled. "So what's the problem?" He paused. Then he said,

"I don't think I've ever been completely clear about what matters most."

In that moment, I realized... he didn't have a communication problem. He had a clarity problem. Months later, he sent me a one-sentence email.

"Everything changed when I started asking better questions."

That email reminded me of something I now believe with all my heart.

Better answers rarely create better leaders.

Better questions do.

PART TWO

Lead Clearly

The way you think eventually shapes the way you lead.

Whether you lead a team... a business... a family... or simply yourself...

Someone is being influenced by the questions you ask.

Lead with better questions. You'll lead with greater clarity.

REFLECTION FOUR

Courage

You probably already know what you need to do.

Make the phone call.

Have the conversation.

Set the boundary.

Take the chance.

Start the business.

The problem usually isn't knowing what to do.

It's taking the first step.

Most people wait for confidence.

Confidence usually comes after action.

Courage isn't waiting until you're no longer afraid.

It's deciding something matters more than your fear.

—

What would I do if I fully trusted myself?

GO DEEPER...

- What fear is making this bigger than it really is?
- What conversation have I been avoiding?
- What's the cost of doing nothing?
- What would be possible if I trusted myself?
- What's holding me back more than anything else?

MY INSIGHT

MY NEXT STEP

What's one courageous action I can take today?

REFLECTION FIVE

Leadership

Think about the best leader you've ever followed.

It's not because they had all the answers.

It's definitely not because they were the loudest voice in the room.

They brought clarity.

When everyone else saw confusion... They created direction.

When everyone else reacted... They responded.

When everyone else made things complicated...

They made the complex simple.

That's leadership.

Leadership isn't about having better answers.

It's about asking better questions.

—

What kind of leader do the people around me need
today?

GO DEEPER...

- Where do people around me need greater clarity?
- How well have I let the people around me know they matter?
- What expectations have I failed to communicate?
- What am I modeling without realizing it?
- If everyone followed my example this week, what kind of culture would we create?

MY INSIGHT

MY NEXT STEP

What's one leadership conversation I need to have this week?

REFLECTION SIX

Relationships

Think about the people you spend the most time with.

Not the people you admire from a distance.

The people whose voices you hear every week.

Whose opinions influence your thinking.

Whose attitudes quietly shape your own.

The people closest to you shape...

What you believe. What you expect.

What you tolerate. Who you become.

Choose them intentionally.

Then become that person for someone else.

—

Who helps me become more of who I want to be?

GO DEEPER...

- Who consistently brings out my best?
- Who pushes me to grow?
- Who have I taken for granted?
- Who do I need to reconnect with?
- Who am I becoming because of the people I'm closest to?

MY INSIGHT

MY NEXT STEP

What's one relationship I'll intentionally invest in this week?

BEFORE YOU CONTINUE...

Look back over the first six reflections.

Don't ask yourself,

"Which one did I enjoy the most?"

Ask yourself,

"Which one challenged me the most?"

**Because the questions we resist...
are often the ones we need the most.**

PART THREE

Live Clearly

Clarity isn't something you find.

It's something you practice.

A clear life isn't a perfect life.

It's an intentional one.

REFLECTION SEVEN

Energy

You can have a full calendar...
and an empty tank.

You can accomplish a lot...
and still feel depleted.

Busyness isn't the same as effectiveness.
Productivity isn't the same as purpose.

Your energy shapes the quality of your life.

Protecting your energy isn't selfish.

It's stewardship.

Because you can't consistently give your best... if you're always running on empty.

—

What's giving me energy... and what's taking it away?

GO DEEPER...

- When do I feel most alive?
- What consistently leaves me feeling drained?
- Where am I wasting energy?
- What do I need to say “no” to?
- What rhythm helps me consistently show up at my best?

MY INSIGHT

MY NEXT STEP

What’s one change I can make this week to better protect my energy?

REFLECTION EIGHT

Release

Most people think growth comes from adding more.

More knowledge. More habits. More goals. More effort.

Sometimes that's true.

But many times...

Growth begins with letting go.

Letting go of the story you've been telling yourself.

The resentment you've been carrying.

The expectations that no longer serve you.

The fear that's been making your decisions.

The life you want - often requires releasing the life you've outgrown.

—

What do I need to let go of... to move forward?

GO DEEPER...

- What story or belief no longer serves me?
- What fear has been making decisions for me?
- What expectation do I need to release?
- What have I been holding onto for too long?
- What becomes possible when I finally let this go?

MY INSIGHT

MY NEXT STEP

What's one thing I'm choosing to release this week?

REFLECTION NINE

Purpose

Whether you realize it or not...

You're building a life.

A reputation. A family.

A business. A legacy.

The question isn't whether you're building.

The question is...

Are you building intentionally?

Most people drift into the future.

Few people build it intentionally.

Purpose isn't something you discover.

It's something you choose... one decision at a time.

—

What kind of life am I intentionally building?

GO DEEPER...

- How much time am I spending on my vision?
- What is this season asking of me?
- What's distracting me from what matters most?
- What am I here to give?
- If I continue living exactly as I am today, where will I be 3 years from now?

MY INSIGHT

MY NEXT STEP

What's one decision I can make today that aligns with the life I'm building?

ONE FINAL THOUGHT

Years from now...

I won't remember every keynote I gave.

I won't remember every flight I took.

I won't remember every audience I stood in front of.

But I hope I'll remember the conversations.

The moments when someone paused... smiled... and quietly said,

"I've never thought about it that way before."

Because that's the power of one great question.

Sometimes... it doesn't just change a conversation.

It changes a life.

So, before you close this book...

What's one question you'll carry with you from here?

FINAL REFLECTION

You've reached the final page.

Now the real work begins.

Don't measure the value of this guide by
how many questions you answered.

Measure it by the quality of the questions
you'll continue asking.

Take a few moments to reflect.

Which question challenged me the most?

Which question changed the way I think?

Which question will I carry with me over the next 30 days?

What's one decision I'm committed to making because of this guide?

BUILD A RHYTHM OF CLARITY

Clarity is never an accident.

It's always intentional.

The best leaders don't wait until life becomes overwhelming.

They make time to think.

They create a rhythm of clarity.

Time to step back. Time to think.

Time to ask better questions.

Time to make better decisions.

That's why I encourage you to schedule a recurring...

Clarity Time Block.

Not because it's another task on your calendar.

Because every area of your life benefits when you think more clearly.

MY NEXT CLARITY TIME BLOCK

DATE

TIME

Frequency

- ☐ Daily
- ☐ Weekly
- ☐ Every Other Week
- ☐ Monthly

CONTINUE THE JOURNEY

If this guide challenged the way you think...

imagine what a year of intentionally slowing down, thinking clearly, and asking better questions could do.

That's one of the reasons why I created **Inside the Holloway Huddle**.

Every month, I'll personally guide you through The Clarity Shift: The 7 Decisions That Define Who You Become – a coaching journey designed to help you think more clearly, turn better questions into better decisions, and build a better life.

Along the way, you'll also receive:

- Live monthly coaching and Q&A
- A guided journey through The Clarity Shift: The 7 Decisions That Define Who You Become

Plus full access to:

- Three premium leadership courses:
 - Secrets of World-Class Competitors
 - Million Dollar Story Telling
 - Winning During Chaos
- Practical tools and leadership resources
- A community of people committed to growing together

If you'd like me to walk this journey with you, I'd be honored to help.

I'd love to welcome you inside the Holloway Huddle.

Scan the QR code below.

Use the code:

CLARITY

As my welcome gift to you.



ONE FINAL QUESTION

Before you close this guide...

Don't choose seven questions. Don't choose three.

Choose one.

One question you'll carry with you for the next 30 days.

Write it below.

Then... Don't just answer it.

Live it.

Ask Better Questions.

Focus on What Matters.

Make Better Decisions.

Create Better Direction.

Build a Better Life.

Don't rush past a good question.



- David Holloway

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