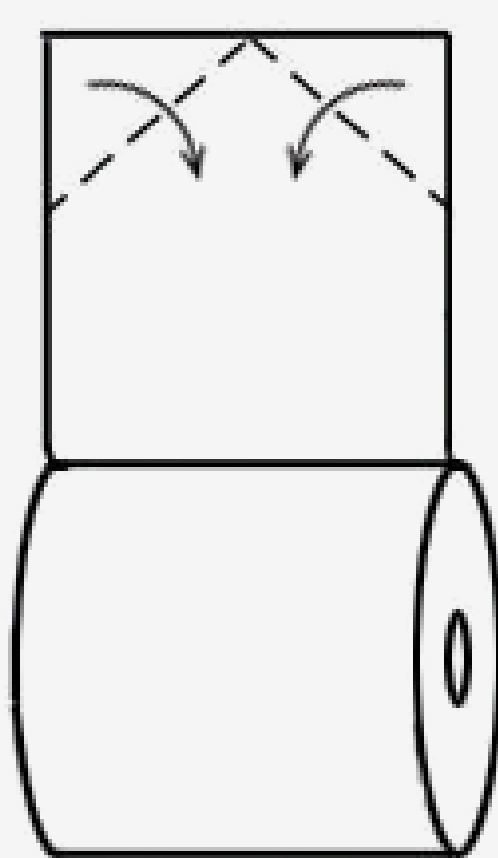
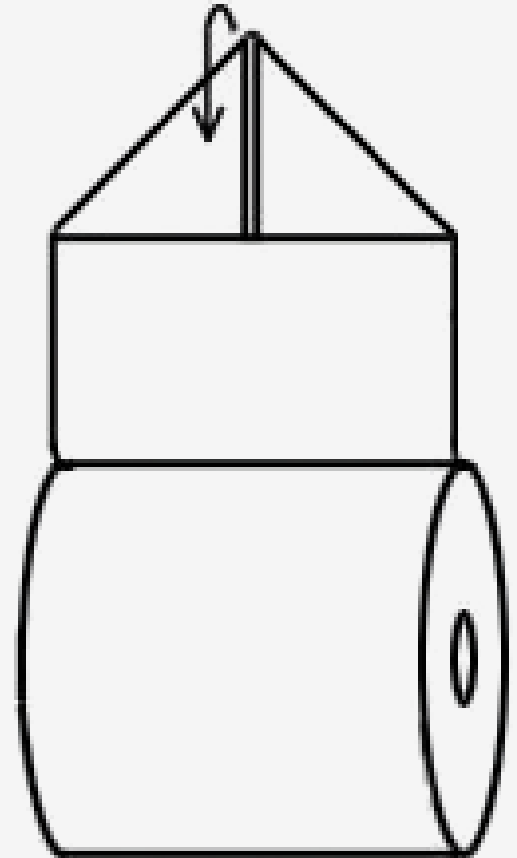


STOP BEING "SMART"

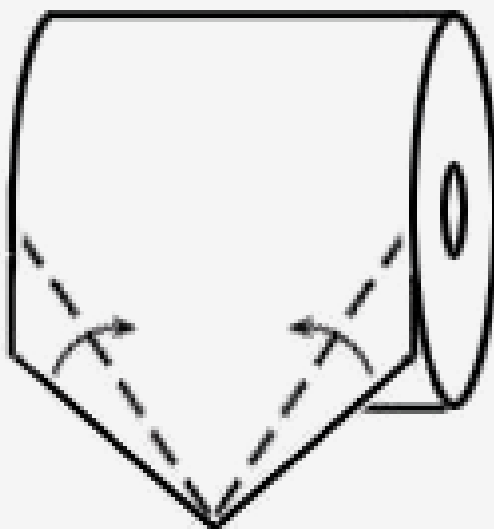
**WHY
ASKING
THE
DUMBEST
QUESTIONS
IN EVERY
MEETING IS
A SMART
IDEA**



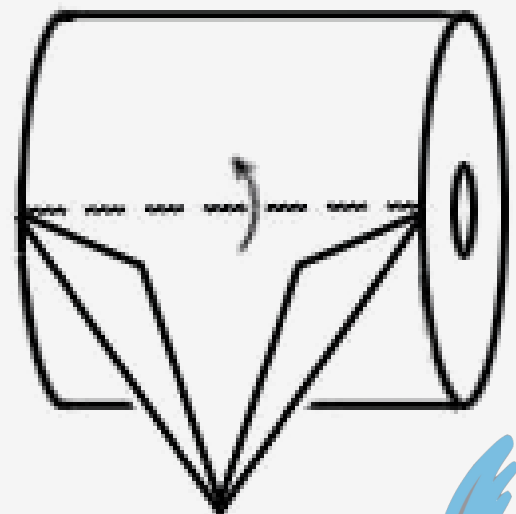
1



2



3



4



The Silent Problem

What Happens:

- Everyone pretends to understand
- Complex topics get glossed over
- Fear of looking stupid
- Real learning = Zero

Result: Meetings full of confusion



What You're Actually Losing

Hidden Costs:

- Misaligned teams
- Poor decisions
- Wasted time
- Missed innovations



Example: Everyone nods, nobody understands



Why "Dumb" Questions Win

The 4 Powers:

1. Clarity Power: Forces simple explanations
2. Permission Power: Others feel safe to ask
3. Assumption Killer: Reveals hidden beliefs
4. Innovation Trigger: Sparks creative thinking



Truth: First questions unlock all others



Why It Works

The Permission Effect:

- Your "dumb" question = Their relief
- Breaks the fear barrier
- Creates psychological safety
- Enables real dialogue



Reality: Everyone has the same questions

Real Meeting Scenarios

Investor Meetings:

- Ask basic business questions
- Reveal knowledge gaps
- Build stronger relationships



Result: Better investment decisions

More Examples

Product Development:

- Ask customers simple questions
- Find real problems
- Discover unmet needs

Team Meetings:

- Ask about internal processes
- Uncover hidden issues



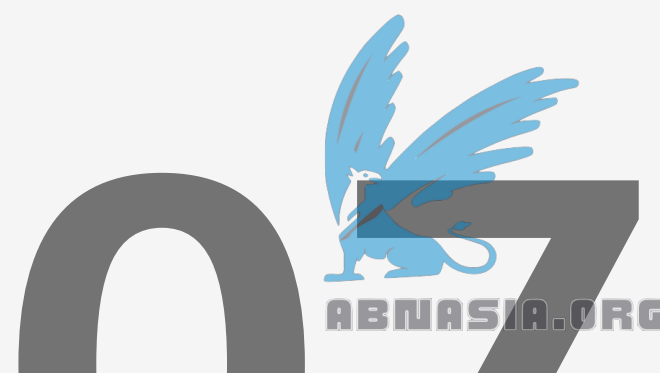
Your Next Moves

Starting Today:

- Ask the obvious question first
- Don't apologize for not knowing
- Encourage others to ask too

This Week:

- Practice in every meeting
- Notice the response



Remember

Do:

- Ask basic questions first
- Create safe spaces for others
- Focus on understanding

Don't:

- Pretend to know everything
- Fear looking "stupid"
- Skip the obvious



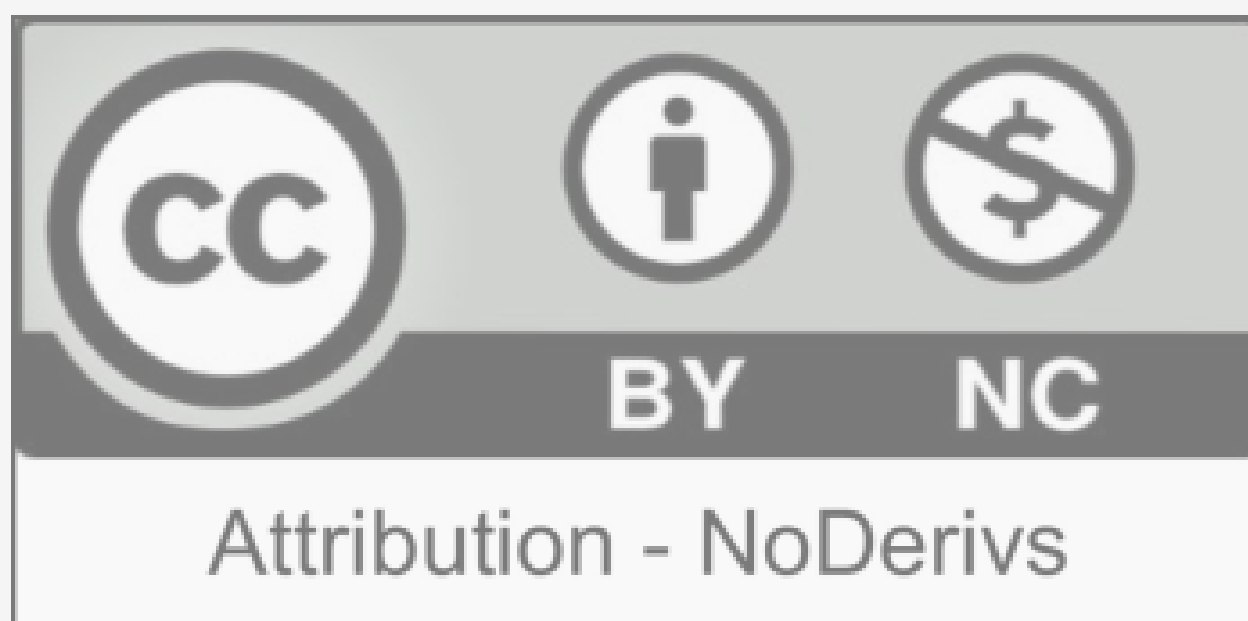
Truth: Smart people ask "dumb" questions



PLAIN LANG UAGE



2024 / SEPTEMBER



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