



Curious Minds

How asking questions can open doors, unlock solutions and spark transformative outcomes

The Idea

Successful people, researchers have found, share a common trait: They approach life with curiosity. Their curiosity drives them to ask questions. And their questions spark innovation and lead to better-informed decisions that drive positive outcomes.

Interestingly, *The Washington Post's* readers are some of the most curious people on earth. To engage them in Schwab's strategic messaging, WP BrandStudio will approach it in a fresh, honest and intelligent way—by validating the value of curiosity and showing how to leverage it by asking the right questions at the right time.

Along the way, we'll touch on why even people as inquisitive as our readers can have blind spots where they are content to accept the status quo—notably when it comes to money management. And we'll show why Schwab stands out in the industry as a trusted financial partner that encourages clients to value questions as much as answers

Program Overview

- Program is divided into three themed sections
- Each section contains a blend of multimedia content
- Themes follow the three-stage process of using questions to find solutions:
 - **Part 1: Why** is it good to be curious?
 - **Part 2: What if** we don't take statements at face value?
 - **Part 3: How** do we move from asking to acting?



Mock is for illustrative purposes only

Part 1 Content Details

Journalistic narrative: “Why Ask?”

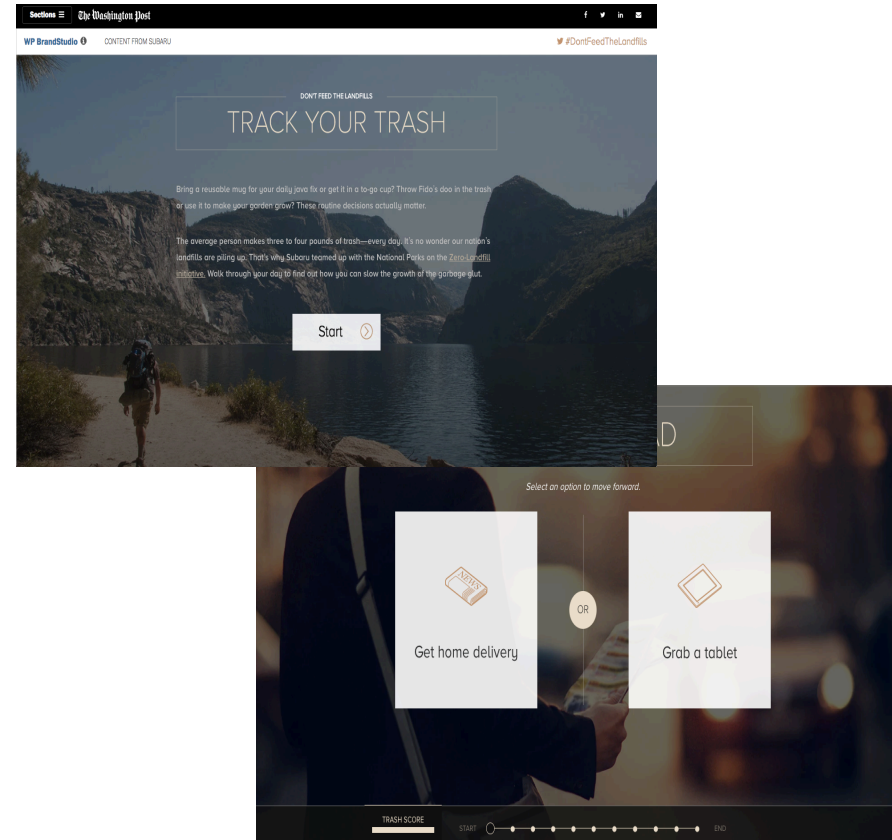
Readers learn the benefits of asking curiosity-driven questions and see what happens if they avoid them in areas like finance.

Infographic: “The Anatomy of a Question”

Why is asking “Are you setting aside money for retirement” so effective at motivating change? A colorful visual deconstructs the different kinds of questions and explains how to pose the right questions to get a better outcome

Interactive quiz: “What’s Your Curiosity Quotient?”

Readers answer self-discovery questions to understand their innate curiosity ([Link](#) to example of WP BrandStudio interactive quiz shown here)

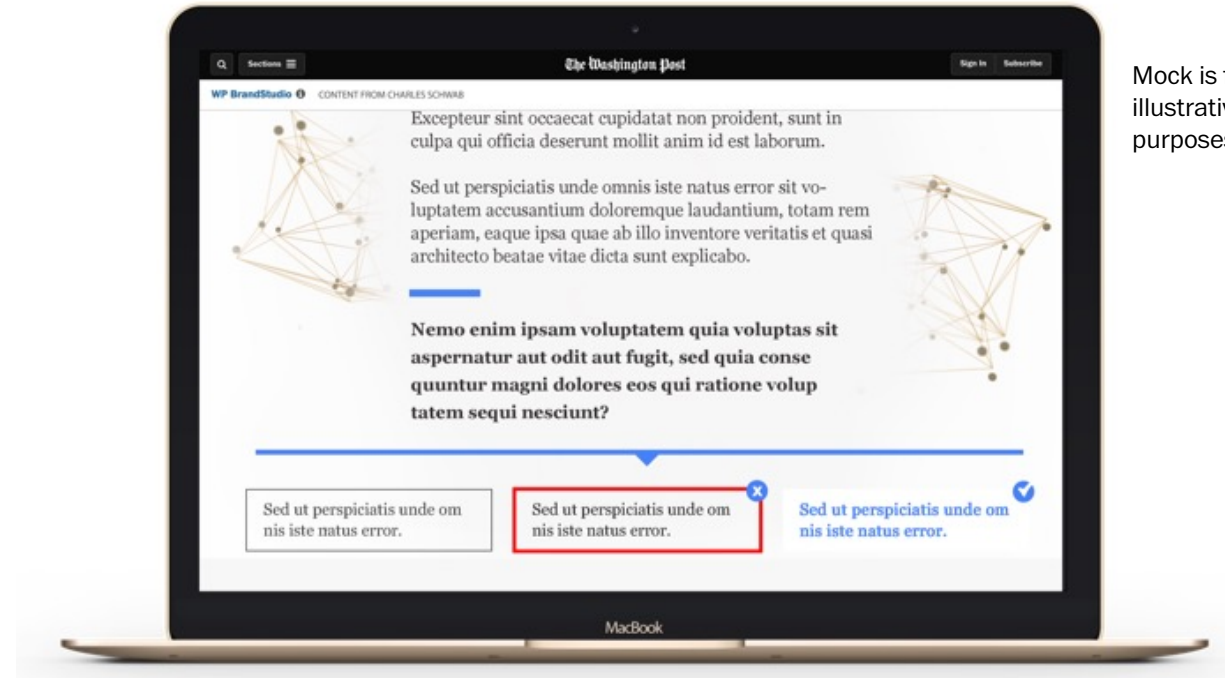


Part 2 Content Details

Interactive narratives

Readers see for themselves what it's like to be curious for a living. We'll present suspenseful stories of challenges that professional questioners face every day, and invite readers to try their hand at asking "what if" to arrive at a good outcome. Story examples include:

- A doctor is confronted with a mystery illness
- A police detective is assigned a cold case
- A financial advisor is faced with a complicated portfolio and a new administration's tax overhaul



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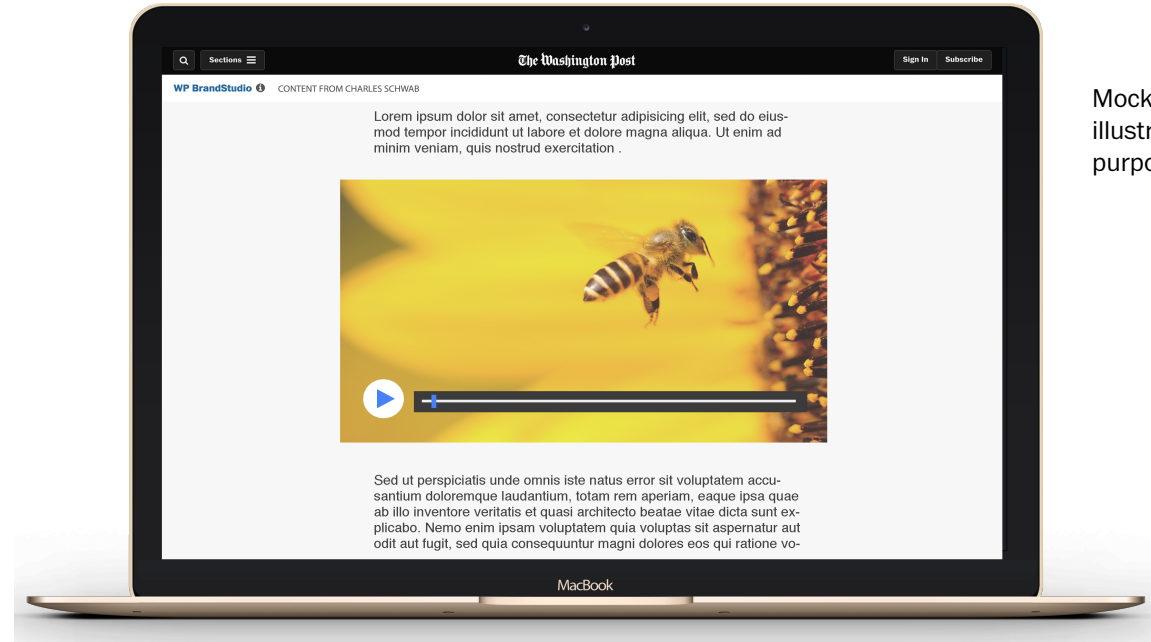
- At key moments, readers are given a choice of questions and asked to identify the one that will lead to a good outcome
- Picking the right question triggers the next part of the story to load

Part 3 Content Details

Personal profiles (video or podcast)

Readers learn how to move from "ask" to "act" through accounts of social influencers and thought leaders who achieved transformative outcomes from curiosity and questioning. Story examples include:

- A researcher's questions helped pinpoint epidemics in Central Africa
- A Schwab client uncovered options that led to a remarkable new path



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Pictured story: A documentary-style video profiles Mikaila Ulmer*, who was driven by curiosity about bees since being stung at age 4. After becoming a bee expert, at age 11 Mikaila turned her knowledge into an \$11 million dollar deal with Whole Foods for a line of honey-sweetened lemonade (profits go to bee rescue).

Note: subject has not been approached or approved.



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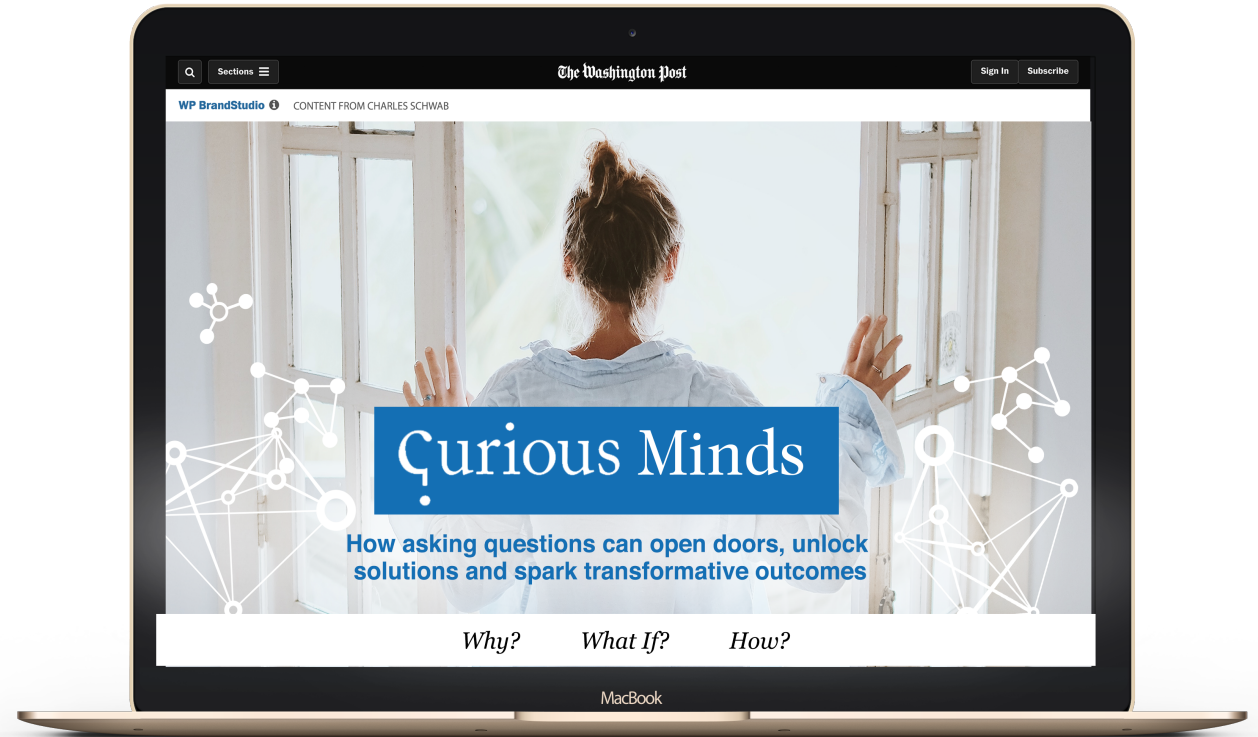
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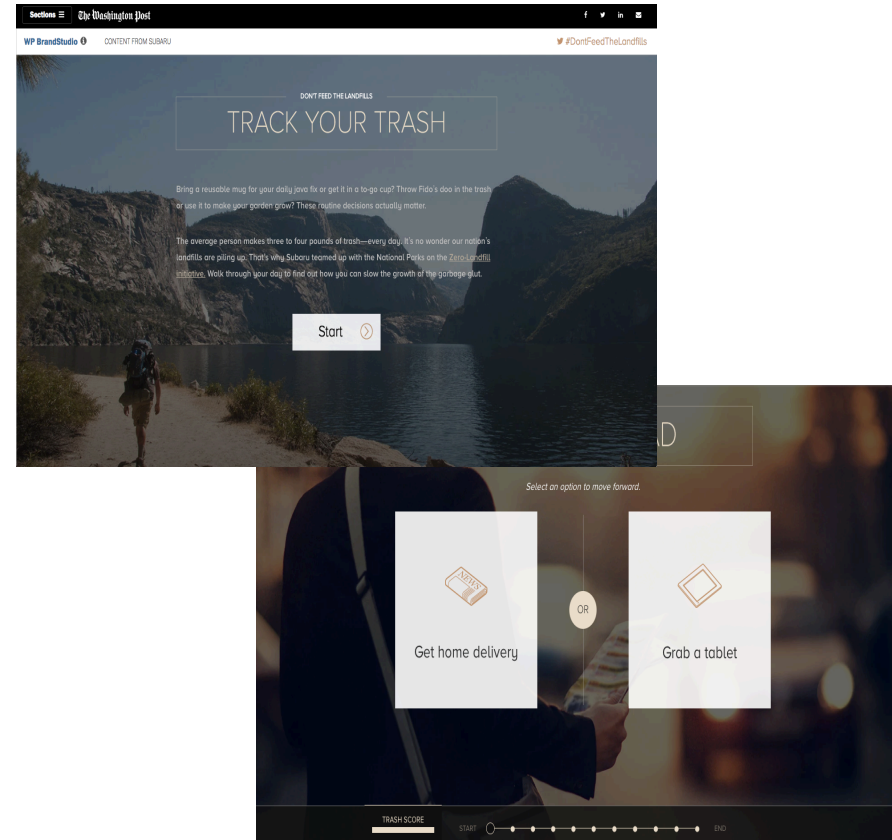
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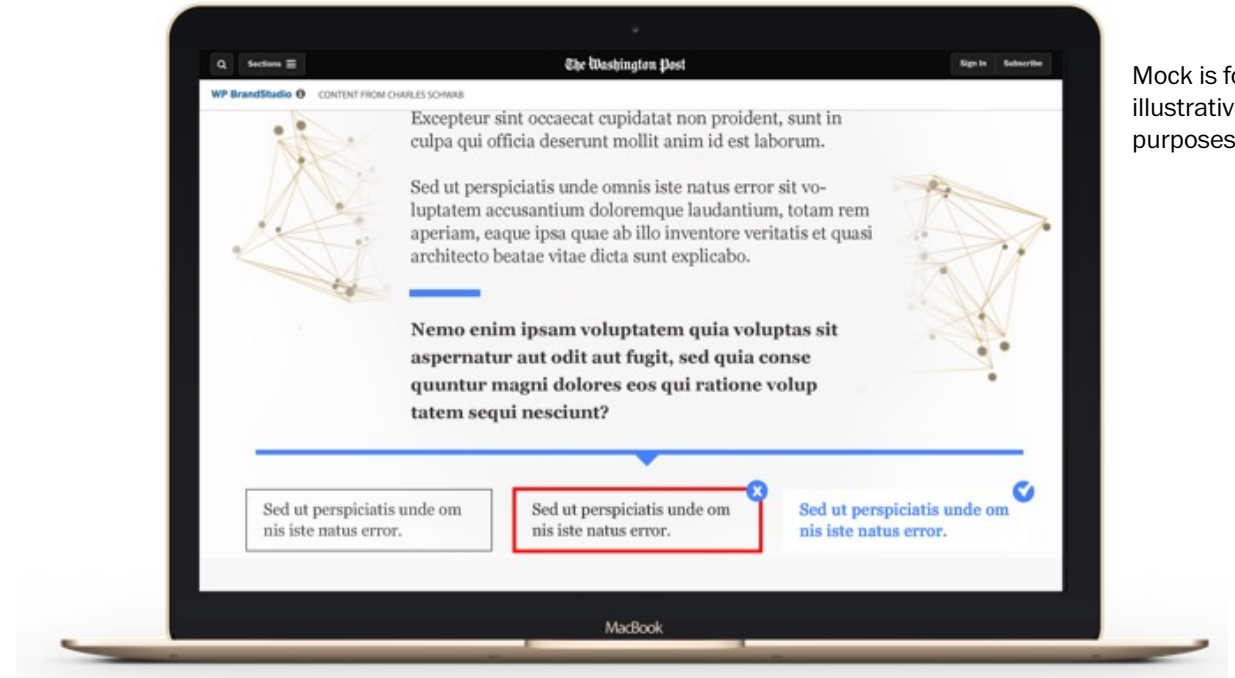


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