



ASK THE BETTER QUESTION™

SITUATIONAL QUESTION SCRIPTS:

STAKEHOLDER INTERVIEWS

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By Katherine Rosback

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Rosback, Katherine.

Ask the Better Question Question Scripts

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SITUATION: A STAKEHOLDER INTERVIEW

Start With...

QUESTION	INTENT
To what extent are you aware of this initiative? OR What do you already know about this situation/project/initiative?	Gives insight into current knowledge, the extent to which the initiative needs to be explained, and the shortcomings of communication so far.
What are all the ways the outcomes of this initiative might impact you/your business?	Assesses level of bias. Gives insight into their assessment of breadth of scope. Creates understanding of range of impacts across groups.
What will it take to address your concerns, and can we structure your participation so that you are sure they are addressed?	Honors their roles as a decision-maker. For a stakeholder, sometimes it is a question of preserving autonomy, sometimes it is a question of them wanting to reserve the right to decide. Regardless, this role needs to be validated.

Follow With...

QUESTION	INTENT
What if we do nothing? What if this initiative is never completed? How would that impact your group, business, or company?	Assesses their perceived "price" of not going ahead. Why do through the pain if there isn't enough gain? Check at business and enterprise level.
[If they reply "No" to some idea] Under what circumstances might you say, "Yes"?	"No" is not always an absolute "no." There might be circumstances under which they could be agreeable to a certain situation.
What are the major obstacles or impediments to the success of this project for your group? As the team proceeds with this initiative, what are the steps and outcomes that worry you most?	Provides insight into the stakeholder's view of major hurdles with both implementation and the result. Imbedded presupposition: this team IS proceeding.

End With...

QUESTION	INTENT
Based on everything that we have discussed, what is the question that you believe this team needs to be answering?	Captures how they are framing the problem.
What suggestions do you have regarding how the team should approach their work?	Provides execution insight. Validates their role as one that provides oversight.
What tangible changes do you expect to see at the completion of this project? When this project is officially completed, what will make you say, "This project was right on target."?	Defines tangible and specific measures of success.

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