



ASK THE BETTER QUESTION™

*QUESTION DEVELOPMENT
TEMPLATE*



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Ask the Better Question

Question Development Template

Asking the Better Question

INTERVIEW FORM

| STAKEHOLDER NAME | POSITION | DATE |
|------------------|----------|------|
| | | |

| WHAT DO YOU WANT TO KNOW? | WHAT QUESTIONS COULD I ASK? | ORDER |
|--|--|-------|
| I want to know what is most important to this person when they make decisions. | So how do you choose when faced with two different options? | |
| | So you've said that having things done on-time is most important to you. What would have you still make the decision to go down this path, even if it meant that it would not be done on time? | |
| I want to know | | ➔ |
| | | ➔ |
| I want to know | | ➔ |
| | | ➔ |
| I want to know | | ➔ |
| | | ➔ |

Question Structures



LADDER OF INFERENCE

Can you share more about how you came to that conclusion?

Can you share a specific example of when that happened?



DISSOCIATIVE QUESTION

Imagine that you are an outsider coming in to audit this process. What would be the first thing that would jump out for you?



SCALING QUESTIONS

On a scale of 1-to-10, how would you rate the current process? What keeps it from being two points higher?



FUTURE-ORIENTED

So what kind of process would you like to have?

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| | | ➔ |
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| | | ➔ |
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| | | ➔ |
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| | | ➔ |

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I want to know

QUESTIONS COULD I ASK:



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