



## The Power of the Question

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### Overview

High performing leaders are inherently curious and use questions to more fully understand issues and to lead their companies.

What follows are the Purpose and Context surrounding questions that will prove helpful as we explore the role questions play.

### Question Purpose

- Listener Learning
- Question Learning
- Advancing Conversations
- Relationship Building
- Concluding
- Issue Expansion

### Question Process

1. Establishing a purpose
2. Determine who to ask
3. Decide when and where
4. Determine category
5. Formulate the question
6. Ask
7. Repeat as necessary



## The Power of the Question

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### Question Category

1. Causes listener to think
2. Information exchange of facts/sharing
3. Information exchange of ideas/concepts
4. Getting an opinion
5. Clarification
6. Focus
7. Personal exchange
8. Confirmation
9. Broad band/concept
10. Outrageous/bold/radical
11. Voting
12. Follow up
13. Rhetorical/hypothetical
14. Humorous/silly/kidding
15. Future consideration
16. Touching on personal/candor



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### Some observations

- Conversational questioning style works
- Create a safe environment
- Don't be attached to outcomes
- Explore alternatives with questions
- Ask others to explain their answer
- Silence is very effective
- Be clear about and stay focussed on your purpose
- Use "off the wall" or "out of left field" questions
- Call for a vote
- Ask questions about the future
- Prepare questions ahead
- Use questions to determine the impact and effect of decisions
- Use questions to help determine "fit"
- Pragmatic/practical questions are grounding
- Listen more than talk
- Body language is the medium
- Stories and questions are intertwined