





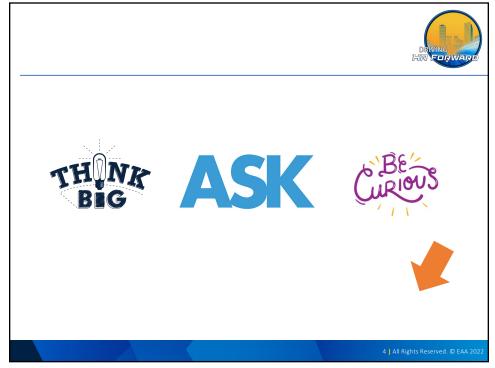
#1
What makes a question powerful?

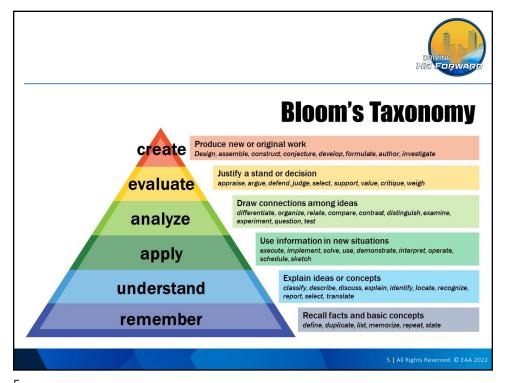
#2
Do you ever feel the need to be right?

#3
What does it mean to be curious?

3 | All Rights Reserved. © EAA 2022

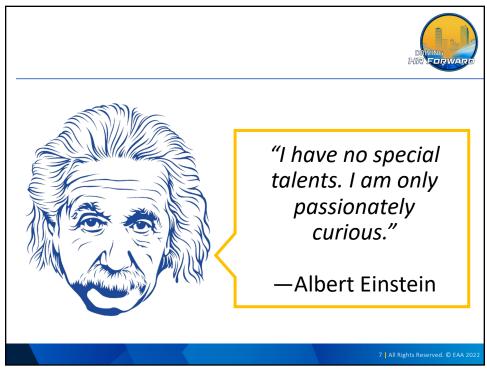
3





כ

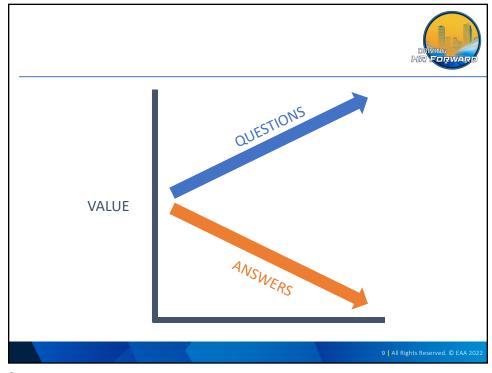


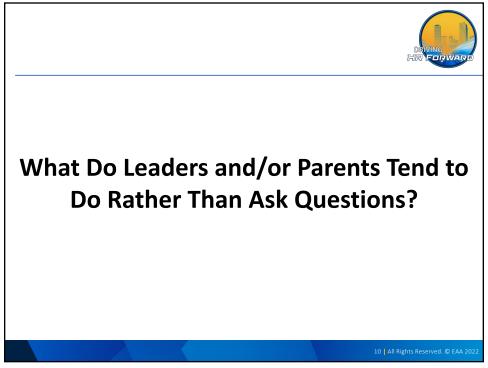




# Which Are More Valuable: Questions or Answers?

All Rights Reserved. © EAA 2022









11 | All Rights Reserved. © EAA 2022

11

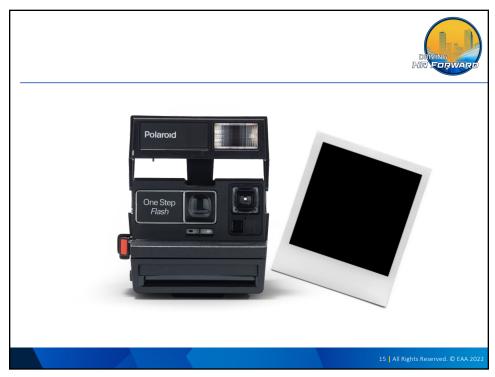


If You Are Not Open to Questions, What Does That Say to Others?

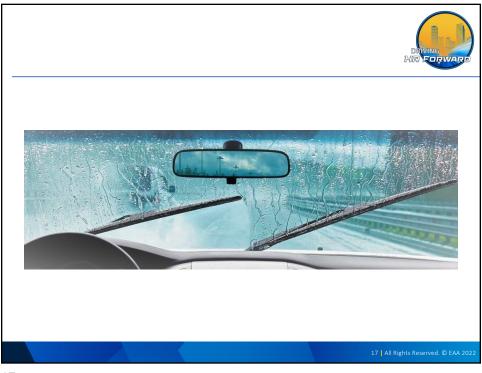
2 | All Rights Reserved. © EAA 2022













# So, What Are The Right Questions and How Do We Ask Them?

3 | All Rights Reserved. © EAA 2022



## Why → What if → How

19 | All Rights Reserved @ EAA 202

19



Oh no! What are we going to do?

VS.

What if this represents an opportunity for us?

20 | All Rights Reserved. © EAA 2022



#### #1 - Discover Their Vision of the Future

What needs to happen in the next year for you to be able to say you were successful?

21 All Rights Reserved. © EAA 2022

21



## #2 – Stronger Teams

Who has a unique ability that could help us on this project?

2 | All Rights Reserved. © EAA 2022



#### #3 - Interviews

Why this, why now?

I have learned about you and you about us.

What would be 1-3 things I don't yet know about you that would be important to know to jump-start our working relationship?

23 | All Rights Reserved. © EAA 2022

23



#### #4 - Projects

What is the ideal outcome? What must be true when this project is finished?

What will get us the greatest results in the shortest time? What will get us the greatest results with the least effort?

4 | All Rights Reserved. © EAA 2022



## #5 – Client Purpose

Why do you exist?
What business are you really in?
What do your customers value most?

25 All Rights Reserved. © EAA 2022

25



## #6 - Coaching

Is this your best work?

6 | All Rights Reserved. © EAA 2022



**#7** 

Why are we doing this?

27 | All Rights Reserved. © EAA 202

27



#8

Do you mind if we start over?

8 | All Rights Reserved. © EAA 2022



#9

What question haven't I asked that I should be asking?

9 | All Rights Reserved. © EAA 2022

20



#10

What's the most important thing we should be discussing today?

All Rights Reserved. © EAA 2022



#### **Breakout**

What is a question your industry should be asking right now?

**Primer:** How is your industry changing right now?

31 All Rights Reserved. © EAA 2022

31





"Always the beautiful answer who asks a more beautiful question."

-e.e. cummings

33 | All Rights Reserved. © EAA 202

33

## **Other Questions**



- 1. What are the biggest dangers to be eliminated? What keeps you up at night?
  - a. What are the biggest opportunities to be focused on and captured?
  - b. What are the biggest strengths that can be reinforced, maximized, and leveraged?
- 2. What worked about the experience? What didn't work? What would you do differently?
- 3. What in your life has given you the greatest fulfillment?
- 4. Is it a yes or a no?
- 5. What do you feel is the right decision for you?
- 6. What did you learn?
- 7. Can you tell me more?
- $8. \quad \text{What parts of the job do you wish you could spend more time on? What things do you wish you could do less of?}\\$
- 9. What is the most difficult question you have ever been asked?
- 10. How do you see me as a leader?
- 11. What have we decided here today?
- ${\bf 12.} \ \ What is a current frustration you have? What would be the ideal result if you took action?$
- 13. What's your next question?
- 14. What can I do to improve the situation?
- 15. Is it true? Are you absolutely sure it's true? Who would you be if you didn't believe it?
- 16. What's the most effective way to communicate with you? Least effective?

4 | All Rights Reserved. © EAA 202

