

Asking better questions

Hello, I'm
CHRIS
@chrishow

Clearleft

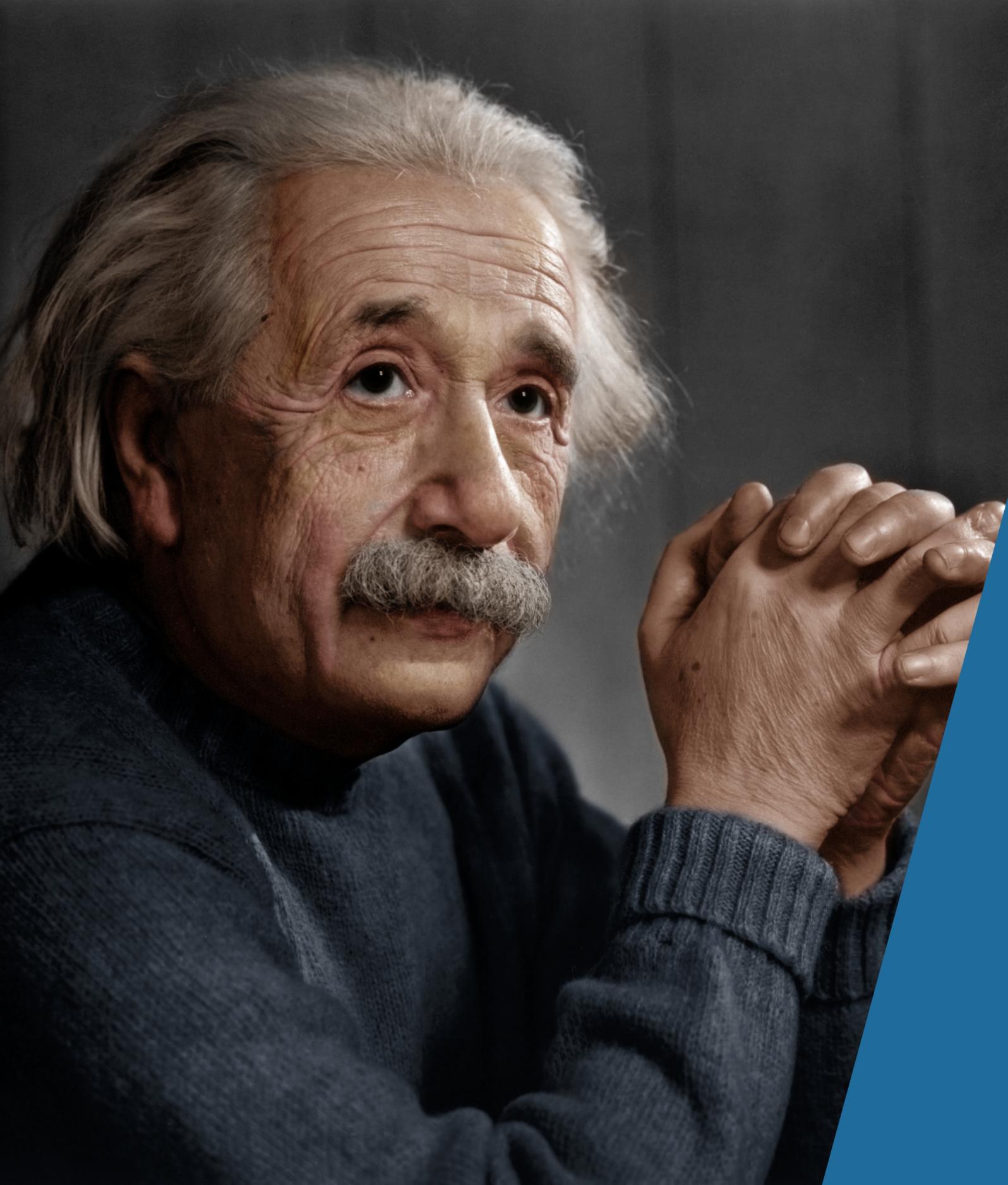


Asking better questions



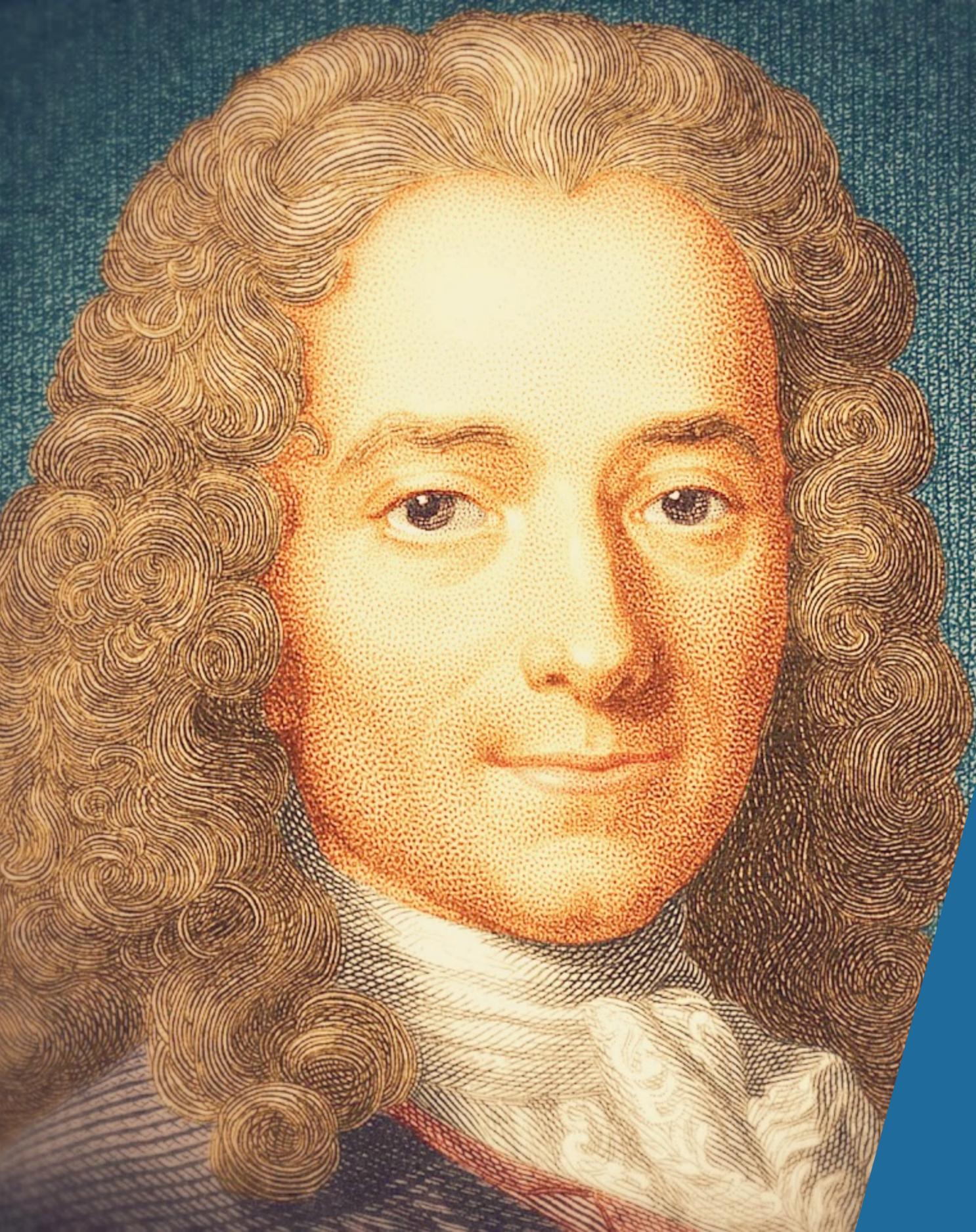
In this session

- 1. What makes a good question?**
- 2. How can I get better answers from my questions?**
- 3. How can I get better at asking questions?**



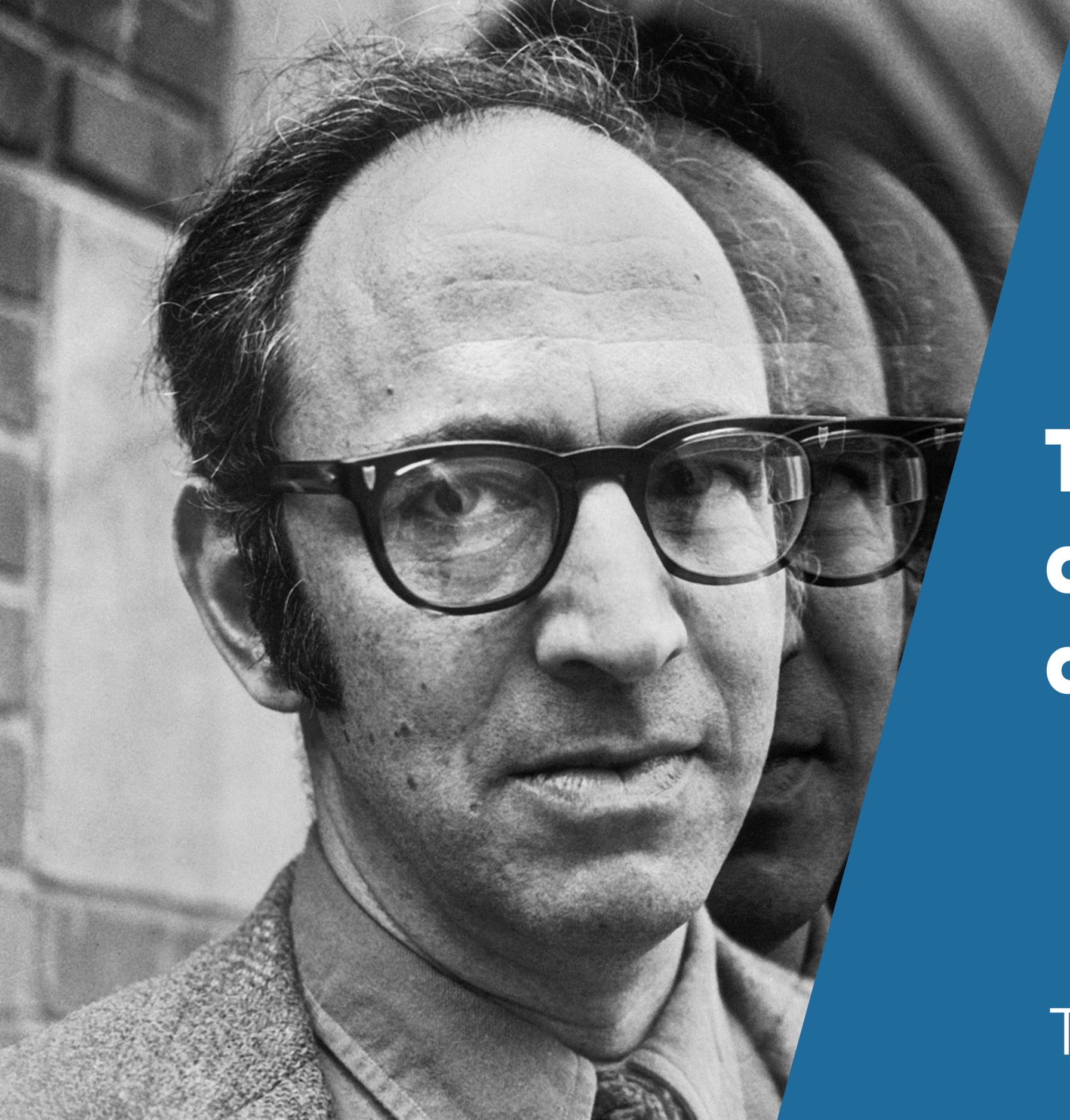
If I had an hour to solve a problem and my life depended on it, I would use the first 55 minutes to determine the proper questions to ask.

Albert Einstein



**Judge a man by his
questions rather
than by his answers.**

Voltaire



**The answers you get
depend on the
questions you ask.**

Thomas S. Kuhn



What makes a good question?

8 factors to consider



a good question

ends in a question mark



a good question

has a purpose



a good question

**gives insight that
is actionable**



a good question

opens up a conversation



a good question

is neutral and free of bias



a good question

is interesting



a good question

is short



a good question

can be answered



Let's play -

'The BBC are rubbish at asking questions' bingo





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statement not a question	closed question (yes / no)	close-ended question (x or y)	leading question
loaded / charged words	non-understood jargon	compound questions (ands)	subordinate clauses (commas)
long question (= > 12 words)	asking for a solution	asking for future predictions	not probing the clues (5 whys?)
interviewer talking too much	verbally praising answers	non-verbally praising answers	cutting the answer short

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How can I get better answers from my questions?

My 5 top tips



getting better answers

**Listen and observe more than you talk.
Use the power of silence.**



getting better answers

Be aware of moderation bias. Avoid prompting, leading and confirming.



getting better answers

**Ask fewer questions but go deeper.
Use the five whys.**



getting better answers

**Know your killer question
and when to ask it.**



getting better answers

**Empower the interviewee.
Unlock insight through interest
and empathy.**



getting better answers

What would you suggest?



How can I get better at asking questions?

My 5 top tips



asking better questions

Do more of it. Improvement comes with practice and reflection.



asking better questions

Listen back critically to session recordings of yourself.

However experienced you are you'll find things to improve upon.



asking better questions

After each project reflect on which questions gave the best insight and why.

Keep an ongoing list, iterate and re-use good questions.



asking better questions

**Watch other practitioners in action.
Live or recorded. Experienced
colleagues and those starting out.**



asking better questions

Stretch yourself. Build your toolkit by asking a new question or trying a new activity in your next project.



asking better questions

What would you suggest?

Thank you for listening

Any questions?

Asking better questions

Slides, articles & resources

<https://noti.st/chrishow/HZkBNh/asking-better-questions>

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