

Figure 2 - The 10 Questions That Matter

By asking this type of question...

You are helping people uncover what matters by...

#1 - What if?

Envisioning the future by predicting how potential outcomes could play out.

#2 - So what?

Challenging relevance, substance, or potential for impact.

#3 - Range-finding

Expressing expectations based on the extreme boundaries of their experiences.

#4 - Dare to Dream

Considering possibilities without the limitations of reality or actual events.

#5 - The Other Side

Gaining a complete picture by viewing situations through more than one vantage point.

#6 - Impetus

Identifying the driving forces leading to their motivations.

#7 - Narrative

Using storytelling and anecdotes as a means to increase the flow of value-rich information.

#8 - Risk/Reward

Rationally comparing downside versus upside with a reduction of emotion in their decision-making.

#9 - Anything else?

Leveraging momentum to continue the sharing of information so that important details are not excluded from the process.

#10 - Why?

Exploring a deeper understanding of the core purpose, cause, or reason.