

QUESTIONS ARE THE ANSWER:

HOW ASKING BETTER QUESTIONS
CAN IMPROVE YOUR BUSINESS
(AND YOUR LIFE)!

Presented by Jeffrey Nott

PHILOSOPHICAL RHYTHMS



“The wise man doesn't give the right answers, he poses the right questions.”

~ Claude Levi-Strauss

Two sides of the equation:

- Asking the right questions
- Having the right question for every answer



STATEMENTS VS QUESTIONS

- Inflammatory
- Misunderstood or misinterpreted (filters)
- Ambiguous
- Opinion or fact
- Rarely invoke change
- Answer to a question not asked
- Tend not to seek answers



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- Inflammatory
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 - Rarely invokes change
 - Answer to a question not asked
 - Tend not to seek answers
- Engage the listener/mind
 - Directs the conversation
 - Clarifies
 - Seeks answers
 - Broadens or deepens the conversation
 - Gathers information



TYPES OF QUESTIONS

Open ended

Closed ended

Clarifying

Probing

Reflective

Leading/Controlling



ALMOST ALL QUESTIONS BEGIN WITH:

WHO

WHAT

WHERE

WHEN

WHICH

HOW

(WHY)



HOW QUESTIONS WORK

By programming
your brain
and subconscious

RAS

RETICULAR
ACTIVATING
SYSTEM





WHERE AND HOW TO APPLY

Directing conversations

Goal setting

Problem solving

Employee interactions

Brainstorming

Children

ChatGPT

?????????



QUESTIONS YOU SHOULDN'T ASK

How did I get myself into this mess?

Who is going to pay for this?

Why me?

Why can't this ever.....?

Who can I blame?



AN EXERCISE TO PRACTICE ASKING QUESTIONS

Sit facing another person.

One starts the conversation by asking a question.

The other responds with a question.

See how many questions you can ask before the other makes a statement.



ANSWERING THE UNASKED QUESTIONS

Scenario: a client doesn't know what they don't know thus they don't even know what to ask.

The answer is asking a series of questions of yourself and team on how best to inform the client.



FOR THE KEY AREAS OF YOUR BUSINESS

Make a list of questions for each:

- What is the purpose of....
- How can I achieve.....
- Who is responsible for.....
- What do I expect.....
- What beliefs do I have around this.....



QUESTIONS TO AVOID

Questions that include judgement (Just what were you thinking?)

Questions that make others wrong (When did you stop breaking the speed limit?)

Why questions that lead to blaming (others, situation, etc.)



OTHER QUESTIONS TO CONSIDER

What have you tried _____ already/yet?

How often does this happen? Why?

What factors are most important in this matter?

What lesson can be learned from this?

What would be the benefit of _____?

Who should/would be best to address this issue?

Where can we find the best solution provider?

What procedures should be put in place for this department?

What would be the consequences of/if _____?



Ask the right questions and you will
find the answers you seek.

–Jeffrey Nott



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THANK YOU FOR YOUR TIME.

QUESTIONS?