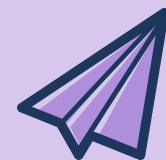
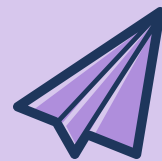


# ON THE ART OF ASKING & ~~LISTENING~~



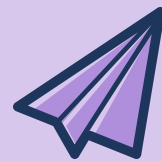
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# THE ART OF ASKING



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# WHAT ARE WE ASKING ABOUT?



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# NEED:

Emotional

Physical

Aspirational

Logistical

Cultural

Operational Pain Point

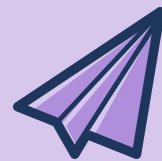
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**...tell be about the last  
time you...**

# 8 rules of effective interviews



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You don't say  
"usually" when  
asking a  
question



You don't say  
"usually" when  
asking a  
question



I think...

I believe...

I prefer...

**WHY?**

**Only 10 words to a  
question!**

**One question at a time!**

**No binary questions, no  
leading questions!**

**This OR that?**



**A conversation started  
with one question will go  
on as long as it has to!**

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**Use a record to capture  
after you have asked for  
permission.**

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Where do you  
start?

**Start with a small talk!**

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# The Art of Listening

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## Red Hat

intuition, hunches,  
feelings, emotions



## White Hat

information available  
and needed, facts, data



## Yellow Hat

benefits, value,  
positive aspects



## Black Hat

caution, difficulties,  
risks, weaknesses



## Green Hat

creative ideas,  
alternatives, possibilities



## Blue Hat

managing the thinking,  
focus, summary



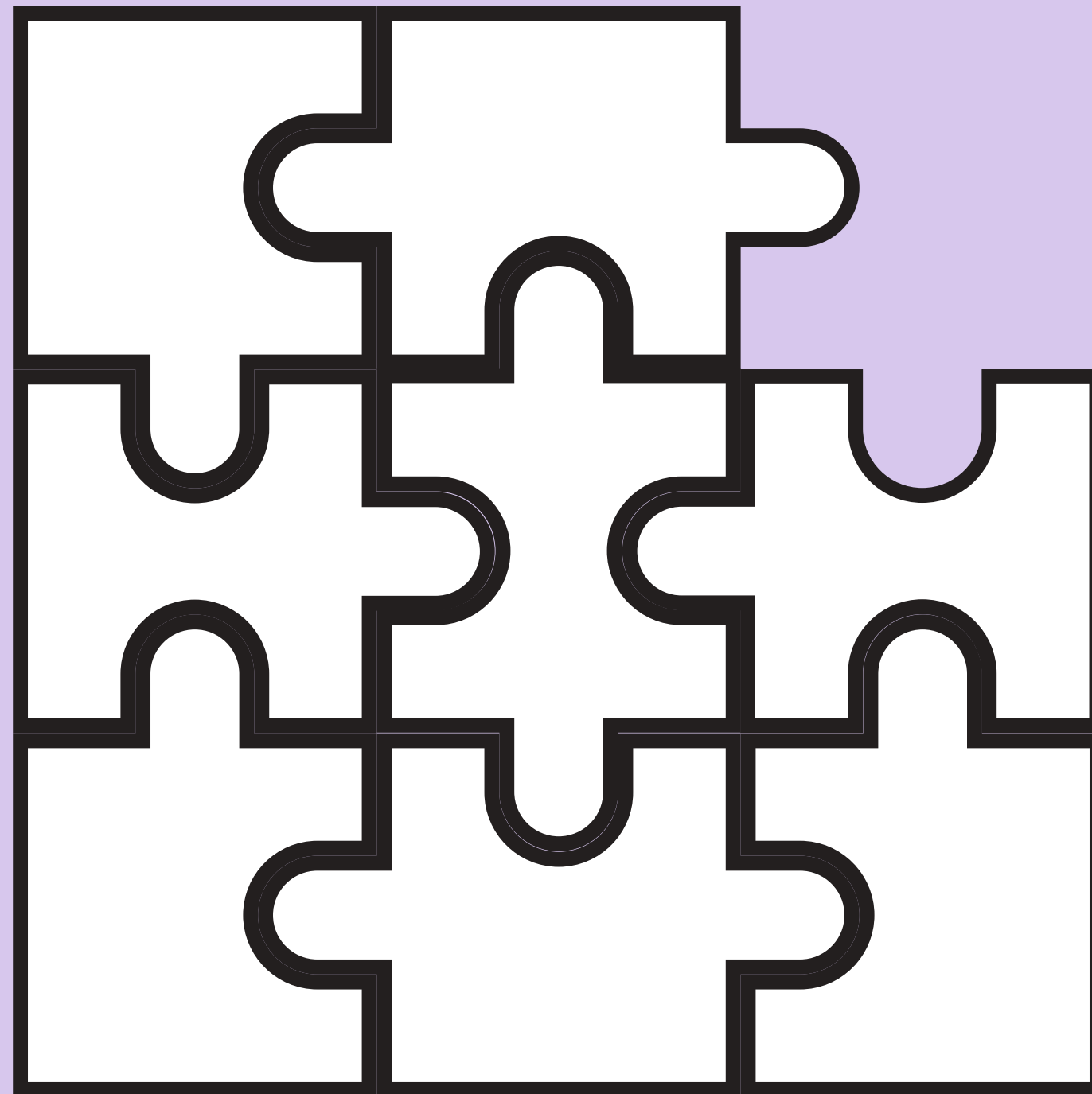


# Metaphors



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**And, most of all for the **human**  
**experience** of the person you are  
talking to!**

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# Thank You!

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