

ASK MORE

The Power of Questions to Open Doors, Uncover Solutions, and Spark Change

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MAIN IDEA

It's amazing what you can find out when you ask the right question. Good questions can help you connect with important people, establish your credentials and come up with the right plan for moving forward.



1	Diagnostic
2	Strategic
3	Empathetic
4	Bridging
5	Confrontational
6	Creative
7	Mission
8	Scientific
9	Interview
10	Entertaining
11	Legacy

To really understand what you can get when you ask for it, you first need to know there are in fact eleven different types of questions you can ask. If you understand these categories, you can then maximize your results by asking the right question at the right time and in the right setting.

Some of the most successful people on the planet are famous for asking lots of questions and then acting on what they learn. This is not a coincidence. To get more and achieve more, get into the habit of asking more questions.

"Smart questions make smarter people. We learn, connect, observe, and invent through the questions we ask. We solve mysteries and we imagine new ways of doing things. We ponder our purpose and we set our sights. We live generously, to paraphrase John F. Kennedy, by asking not what others can do for us, but what we can do for them. Curiosity opens our minds and captivates our imaginations."

– Frank Sesno

The 11 Categories of Good Questions

1 **Diagnostic** **Page 2**

Diagnostic questions are all about understanding the true problem at hand. Ask these types of questions to pinpoint problems with precision. Before you can fix something, you have to know what it really is.



2 **Strategic** **Pages 2 - 3**

Strategic questions zoom out and look at the big picture. They ask whether there are alternatives which make more sense. Good strategic questions clarify what it will take to get to where you want to be.



3 **Empathetic** **Page 3**

Empathetic questions enable you to connect with someone. These kinds of questions bring you closer to others because you're seeking deeper understanding and discovering common ground.



4 **Bridging** **Page 4**

Bridging questions are those you ask to someone who doesn't want to talk to you. These are questions you ask to people who are wary, distrustful or hostile in order to get communication happening.



5 **Confrontational** **Pages 4 - 5**

Confrontational questions hold people accountable for what they said or did. If you have courage and hold to your convictions, a probing confrontational question can be a great weapon.



6 **Creative** **Page 5**

Creative questions encourage people to think outside the box and be original. To get creative ideas flowing, ask people to imagine and pretend or to set their sights high and see what happens.



7 **Mission** **Page 6**

Mission questions are where you ask questions which help people understand their mission. You inspire people to have a strong sense of purpose through asking these questions.

8 **Scientific** **Page 6**

Scientific questions are those you pose to inspire you to solve mysteries. You pose the question as a way to spark inspiration and to generate fresh ideas and new avenues to explore.

9 **Interview** **Page 7**

Interview questions are those you answer when you're seeking a job, or those you pose when speaking with a prospective employee. Here you want to probe and test for compatibility.

10 **Entertaining** **Page 7**

Entertaining questions can turn you into a talk show host. You pose these questions and the different ways people answer them can be illuminating and highly engaging.

11 **Legacy** **Page 8**

Legacy questions are about life stories and the narrative of accomplishments and achievements. You ask these questions to help people step back and take stock of what has been achieved.



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