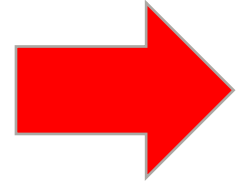


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SLIDES



Benni De Jagere

ASKING QUESTIONS TO GET MEANINGFUL ANSWERS

Sponsors



Goldredgate



Bewise
BUSINESS INTELLIGENCE



Benni De Jagere

Senior Program Manager | Fabric Customer Advisory Team (FabricCAT)



Fabric CAT

dataMinds

.be Member



@BenniDeJagere



/bennidejagere

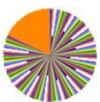


sessionize

/bennidejagere



/bennidejagere



#SayNoToPieCharts



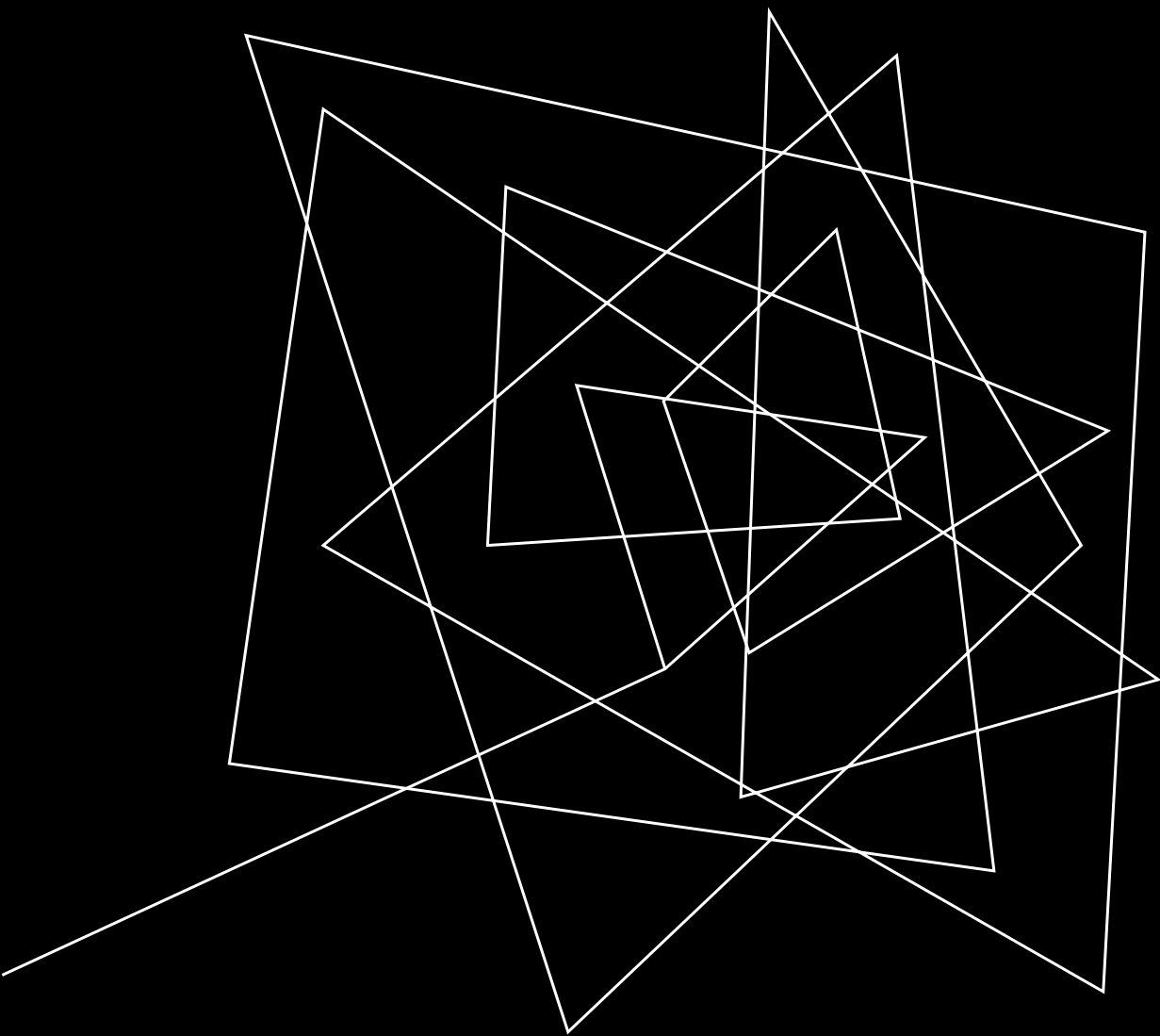
OBJECTIVES

Emphasize on importance of questions

Lay out basic elements

Provide food for thought

NOT The absolute truth, but a personal take



WHY BOTHER?

WHY DO WE ASK QUESTIONS?

IT SPURS LEARNING

IT STIMULATES DISCUSSION

IT FUELS INNOVATION

IT BUILDS TRUST

WE NEED TO ASK MORE QUESTIONS

By not asking questions we:

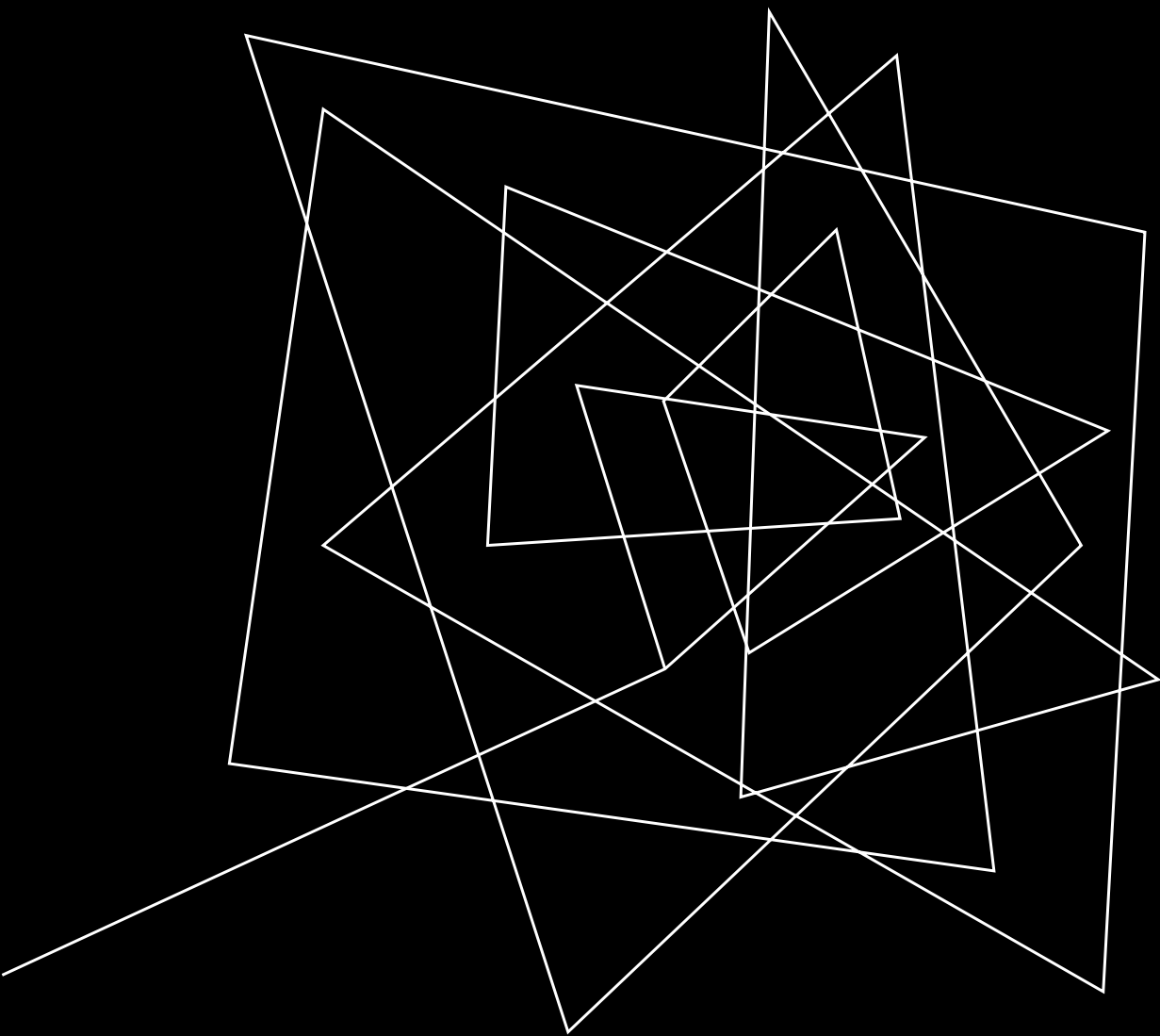
- Miss out on opportunities

- Can create a false image

- Risk incorrect data/opinions

- We lose time and efficiency

“Don’t ask, don’t get”



CONDITIONS

DO YOUR RESEARCH

We need to ask questions. **But** ..

A few small steps go a long way

Are there existing materials?

Has the question been asked before?

Can you deduct the answer?

Can you really expect someone to
put in more effort than you?

FIND RIGHT AUDIENCE

Consider who you engage

Balance the number of recipients

Be mindful of their workload

If possible, verify before asking



RESPECT

Respect other parties involved

They carve out time to help you

Situations may be at play

“Please” and **“Thank you”** go a long way

Treat others the way you want to be
treated

BE HONEST

Avoid hiding ulterior motives

Provide **facts** about

- Severity

- Timing

- Consequences

Build on trust

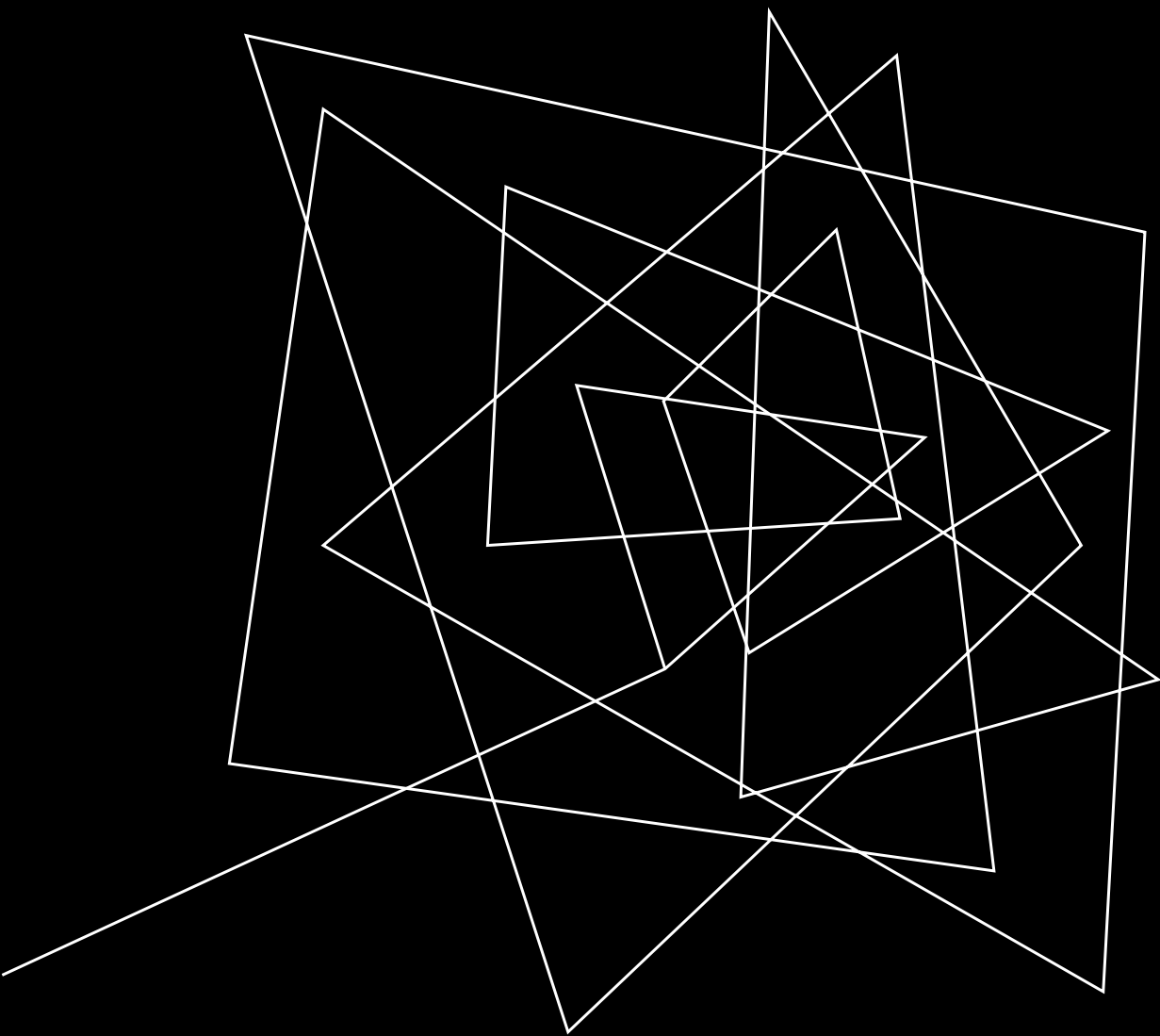
It's easy to break, hard to restore

MANAGE YOUR EXPECTATIONS

Be realistic about timing

Not every question has an answer

Prepare yourself for a negative reply



THE BUILD-UP

PROVIDE CONTEXT

Context is key

Recipients might not have your subject matter expertise

Provide (concise) information to support the query

But here's the tricky part ..

BALANCE INPUT

What is too much information, and what is too little?

Can I have a drink, please?

Can I have a Twinings English Breakfast Tea? With sugar and a splash of milk, please.

Can I have a Golden & Well Rounded English Breakfast Tea from the appointed by her Majesty Queen Elizabeth II Tea & Coffee Merchants R. Twining and Company Limited. Water boiled to 100°C, then brewed for 2-3 minutes, with a serving portion of refined brown sugar and 7 milliliters of pasteurized whole milk? Please.

CLOSED QUESTIONS

Closed questions tend to get short answers

Yes, no, maybe, it depends

Can you do ..

Is it possible to ..

Can feature x be used for ..

Is product A better than product B ..

OPEN QUESTIONS

Open questions tend to get more elaborate answers
Wording/Phrasing is crucial

How can you do ..

Why is it possible to ..

What can feature x be used for ..

When is product A better than product B ..

DESCRIBING A PROBLEM

PROBLEM:

Concise description of behaviour/situation

STEPS TO REPRODUCE:

Concise, yet enough information is given

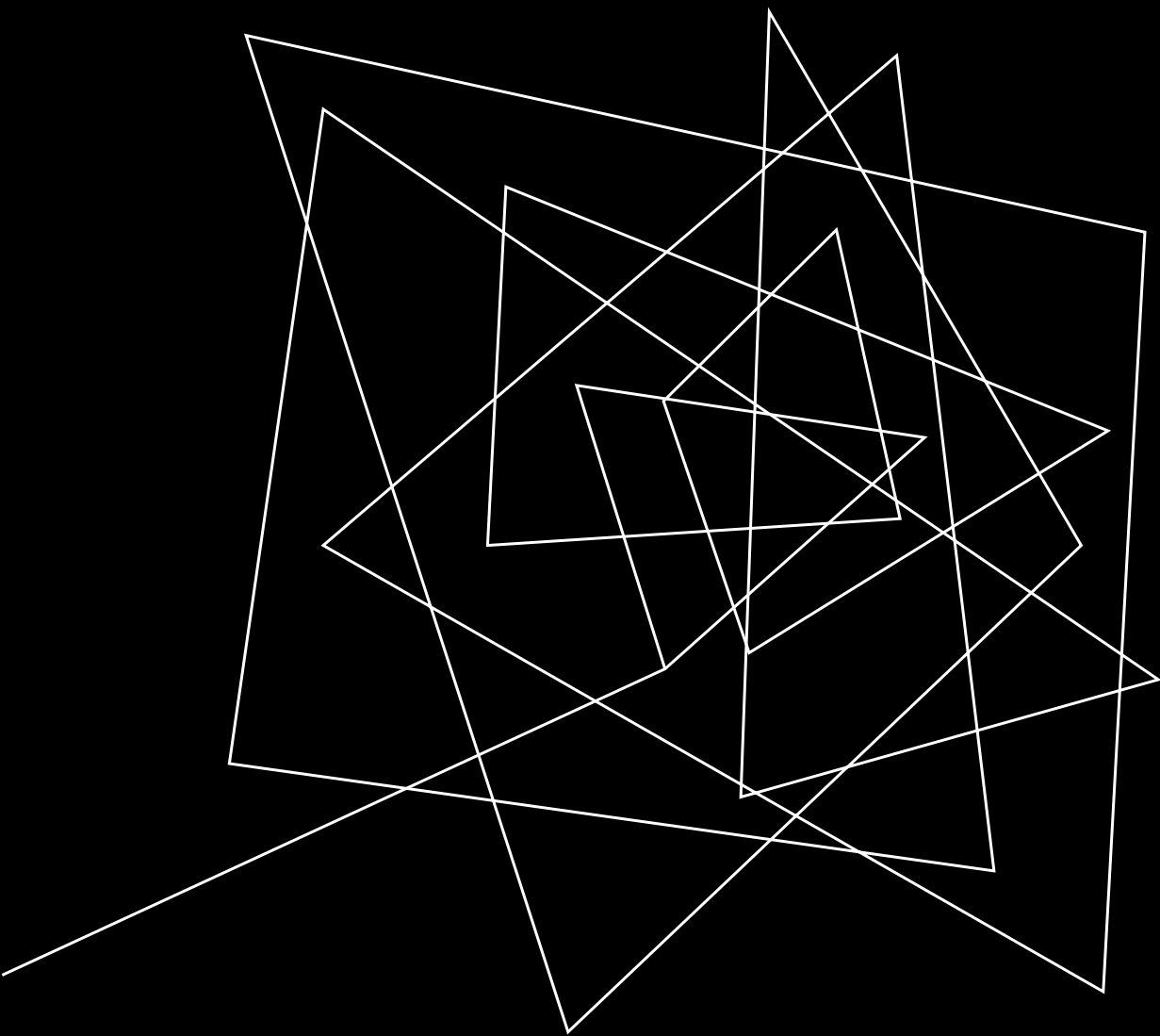
EXPECTED (DESIRED) BEHAVIOUR:

What did you expect would happen?

What would you like to have had happened?

OBSERVED BEHAVIOUR:

What actually happened, describing the key variables (messages, errors, pop-ups, ..)



THE CONVERSATION

OPENING THE CONVERSATION

Use the conventional methods in your org

Consider the target audience, and what works best

CLOSING THE CONVERSATION

Make sure you understand the input

Ask follow-up questions where needed

Summarize your key points

After everything has been covered

- Close off

- Be thankful

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THANK YOU!

A series of white, overlapping geometric lines and polygons on a black background, located on the left side of the slide.

SLIDES CAN BE FOUND AT :

[https://github.com/BenniDeJagere/Presentations
/{Year}/{Date}_{Event}](https://github.com/BenniDeJagere/Presentations/{Year}/{Date}_{Event})

