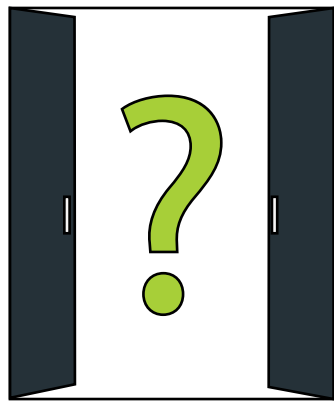


Mastering the Art of Questioning

- When asked properly and in the correct sequence, questions can be very powerful tools for effective communication.

- There are five main types of questions:



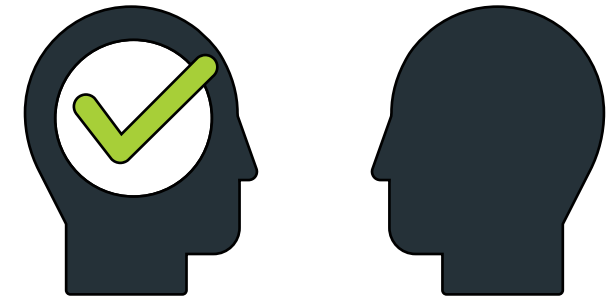
Open-ended questions:

Used for setting the direction and to invite the respondent into the conversation



Probing questions:

Used for gaining greater insight and to uncover the gaps in information



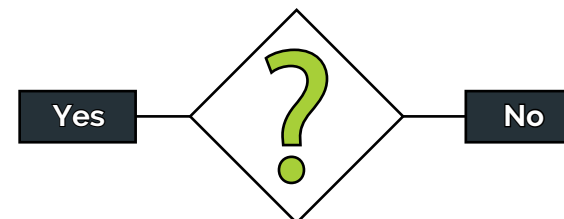
Clarifying questions:

Used for checking your understanding and accuracy of the facts and information gathered



Leading questions:

Used for subtly prompting and nudging the respondent to answer in a particular way, by proposing solutions, suggesting alternatives, or providing options



Close-ended questions:

Used for arriving at a conclusion or to close a conversation, via yes/no or a simple factual statement

- Following a structured pattern of questioning can ensure that your conversations are always effective:

- Pick a focus area for the conversation and start with an open-ended question
- Listen carefully to the response
- Ask a probing question to dig deeper into the topic
- Listen carefully to the response
- Clarify your understanding
- Ask follow-up probing questions to gain additional information and insights
- Clarify your understanding by summarizing the information
- Conclude with a close-ended question, if required

- Avoid asking leading questions unless necessary