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2019



# Data Science and AI

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## Questioning Technique

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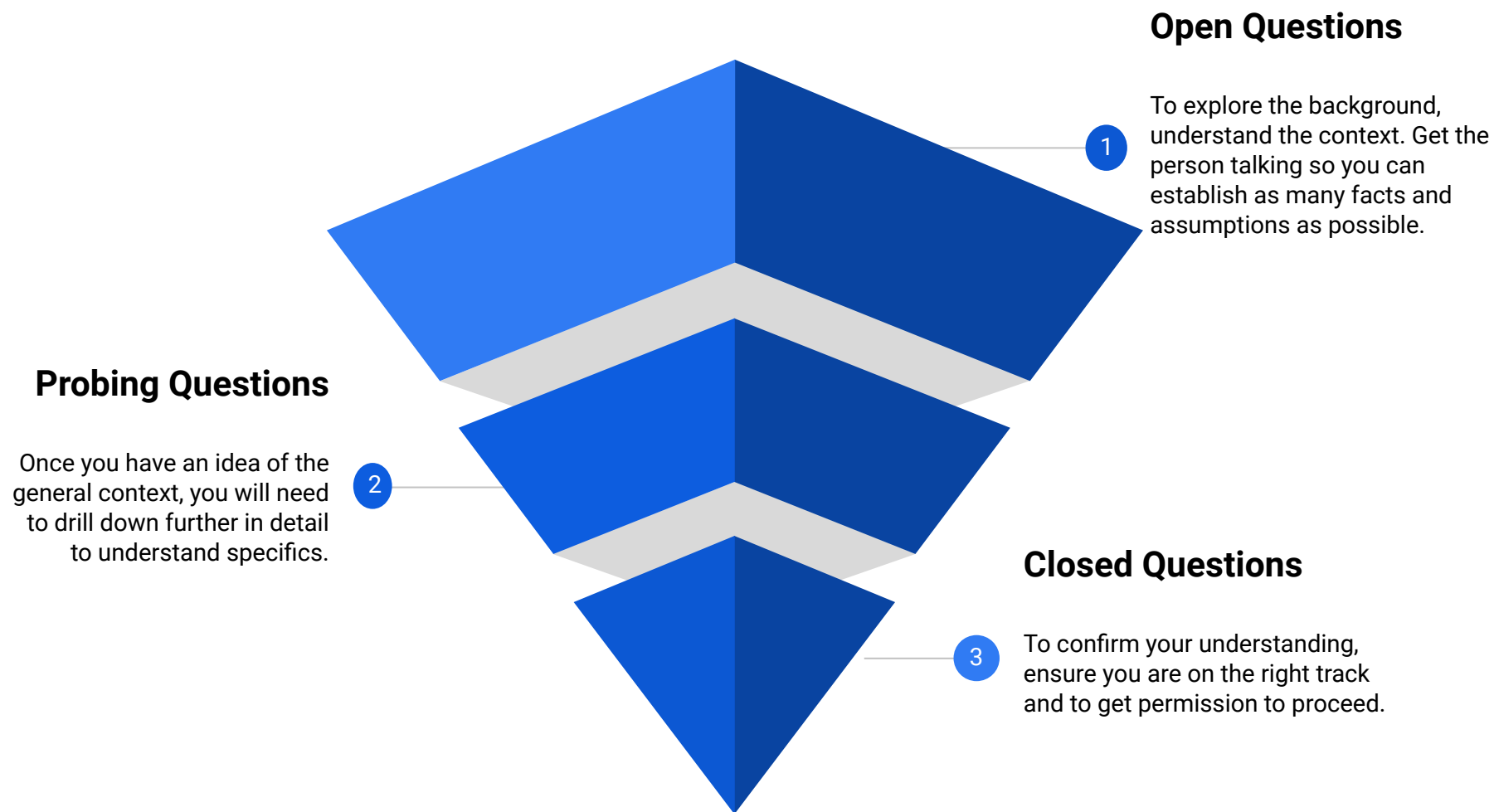
## Your Objective

### 3x Ds: DEFINE, DESIGN, DELIVER

- You are the solution
- Define the problem/opportunity/challenge
- Design the solution
- Deliver the results



# Defining the Problem, Opportunity or Challenge





# Open Questions

## **\*TED**

- **“Tell me about...”**
- **“Explain the way that ...”**
- **“Describe the situation for me...”**
- **Good for exploring customer needs**



## Probing Questions

- Dig deeper into a specific area
- What, When, Why, Where, How
- Respond to an answer and ask a probing question to get more information
- “Oh I see... so, when was the last time that happened? How many times did that happen last week? Why do you think that might be happening? What are the possibilities? How did it come to your attention?”



## CAUTION - “Why” is very powerful

- Be very careful about how you use the question Why
- In every culture, the question why is often received or considered as an accusation<sup>1</sup>
- Remove ego and personality from the question, consider the culture of the organisation, the person you are speaking with and their role

<sup>1</sup> Chris Voss 2016, Random House Books, Never Split the Difference



# Why? - The Super Probing Question

- **5x Whys<sup>1</sup> - Invented by Sakichi Toyoda AKA Root Cause Analysis**
- The vehicle will not start. (the problem)
- Why? - The battery is dead. (First why)
- Why? - The alternator is not functioning. (Second why)
- Why? - The alternator belt has broken. (Third why)
- Why? - The alternator belt was well beyond its useful service life and not replaced. (Fourth why)
- Why? - The vehicle was not maintained according to the recommended service schedule. (Fifth why, a root cause)

<sup>1</sup> [https://en.wikipedia.org/wiki/5\\_Whys](https://en.wikipedia.org/wiki/5_Whys)





## Closed Questions

- **Generate a yes or no answer**
- **Good for getting a definite and easily measurable response**
- **Can be used for confirmation or to 'trial close'**
- **Is that correct? Would you like to see that data? Do you want me to work on a design or a plan?**



## Example Role Play

- **Consultant Scenario**
- **Job interview scenario**