



# More about SMART questions

Companies in lots of industries today are dealing with rapid change and rising uncertainty. Even well-established businesses are under pressure to keep up with what is new and figure out what is next. To do that, they need to ask questions. Asking the right questions can help spark the innovative ideas that so many businesses are hungry for these days.

The same goes for data analytics. No matter how much information you have or how advanced your tools are, your data won't tell you much if you don't start with the right questions. Think of it like a detective with tons of evidence who doesn't ask a key suspect about it. Coming up, you will learn more about how to ask highly effective questions, along with certain practices you want to avoid.

**Highly effective questions are SMART questions:**

# S M A R T



## **Specific:**

Is the question specific? Does it address the problem? Does it have context? Will it uncover a lot of the information you need?

## **Measurable:**

Will the question give you answers that you can measure?

## **Action-oriented:**

Will the answers provide information that helps you devise some type of plan?

**Relevant:** Is the question about the particular problem you are trying to solve?

**Time-bound:** Are the answers relevant to the specific time being studied?