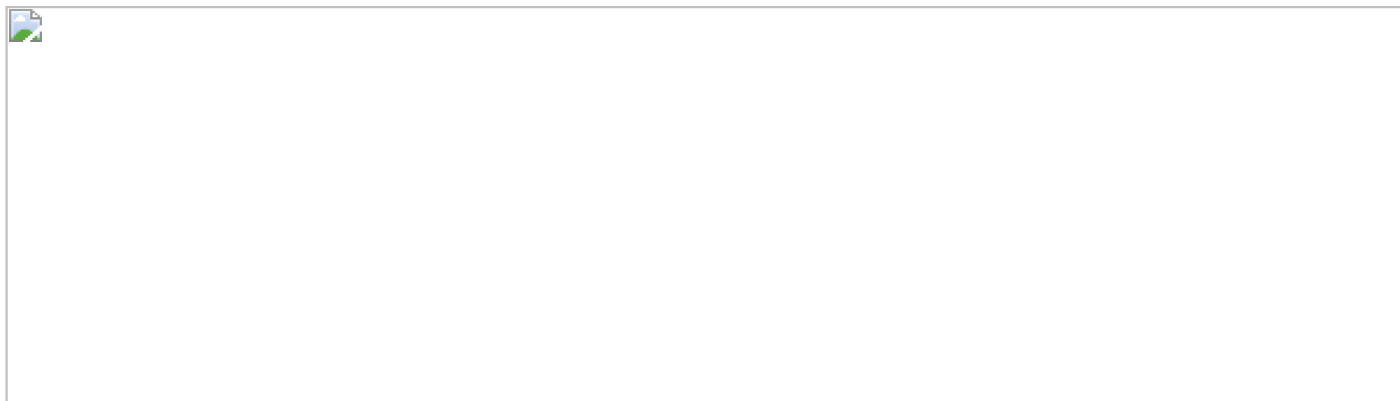


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THE SIX BASIC RULES OF GOOD QUESTIONS

1. ASK OPEN-ENDED NOT CLOSED QUESTIONS:

ASK - WHAT, HOW, WHY?
AVOID YES/NO ANSWERS - DID YOU?
ISN'T IT TRUE?

2. DON'T GIVE PEOPLE ANY EASY ESCAPE

ROUTES:

AVOID THE DOUBLE-BARRELLED
QUESTION
ASK TOO BROAD A QUESTION, YOU
GIVE THEM AN OPEN HIGHWAY

**3. BLAND IS BEAUTIFUL - KEEP IT CLEAN AND
SIMPLE**

AVOID TRIPWIRE OR CONTROVERSIAL
WORD

4. THE WORST QUESTION IS NOT ASKING ONE

AVOID MAKING STATEMENTS, GIVING
OPINIONS OR GETTING INTO A DEBATE

5. LISTEN, LISTEN, LISTEN

GRAB THEIR WORDS, MAKE THEM
YOURS AND THROW THEM BACK
SHIFT THE WEIGHT BACK TO THE
SUBJECT

**6. ONCE YOU KNOW THE RULES, KNOW WHEN
AND HOW TO BREAK THEM****FORCING THE ANSWER:**

- o EITHER/OR
- o MASSAGING THE ANSWER
- o REPEATING QUOTES

**ASKING THE TOUGH QUESTION/
INTERRUPTING**

- o BE RIGOROUS WITHOUT BEING RUDE
- o BE CAREFUL HOW YOU
CHARACTERIZE CRITICISM
- o ADMIT IT IS DIFFICULT OR
UNCOMFORTABLE

KNOW WHEN THE QUESTION IS MORE
IMPORTANT THAN THE ANSWER

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