

10 Types of Crazy Good Questions

Ask a good question and you are more likely to get a thoughtful answer from anyone. It's a great way to enrich your conversations and build more meaningful relationships. Get started by using the following 10 question types from *Let the Story Do the Work*, pages 137-138.

1 Origin

- How did [_____] begin? *[Ex: How did your consulting career begin?]*
- What motivated/prompted you to [_____]? *[Ex: What prompted you to move to Chicago? Or: What motivated you to switch careers?]*
- How did people react to your [_____] in the beginning? *[Ex: How did people react to your book idea in the beginning?]*

2 Why

- Why do you do what you do?
- [Ask a fact-seeking question], listen, and then ask WHY? *[Ex: What do you do to encourage customer engagement? Why?]*

3 Surprises

- What has surprised you the most? *[Ex: What has surprised you the most about becoming a parent?]*
- What has caught you off guard about [_____]? *[Ex: What has caught you off guard about moving to the suburbs after so many years in the city?]*
- What didn't you know about [_____], but wish you did? *[Ex: What didn't you know about working at a nonprofit, but wish you did?]*

4 Compare & Contrast

- How is [_____] different from [_____]? *[Ex: How is this year at your company different from last year?]*
- What parallels can you draw between [_____] and [_____]? *[Ex: What parallels can you draw between your hobbies and your work tasks?]*

5 More

- Say more about [_____].
- Tell me more.

6 Meaning

- What does [_____] mean to you? *[Ex: What does volunteering at your library mean to you?]*
- What do you make of [_____]? *[Ex: Did you watch season three of Stranger Things? What did you make of it?]*

7 Greatest

- What is your greatest [_____]? *[Ex: What was your greatest achievement during graduate school?]*
- When are you the most [_____]? *[Ex: When are you the most yourself?]*
- What gives you most [_____]? *[Ex: What gives you the most fulfillment?]*

8 Different Path

- How would [_____] be different if you didn't [_____]? *[Ex: How would your work/life balance be different if you didn't work from home?]*
- If you were to take on the role of [_____] , how would you handle [_____] differently? *[Ex: If you were to take on the role of mayor of your city, how would you handle the budget differently?]*
- If you could have any items on your [_____] wish list fulfilled, what might those be?

9 Takeaway

- What are your takeaways from [_____] ? *[Ex: What are your takeaways from the last conference you attended?]*
- What did you learn from [_____] ? *[Ex: What did you learn from the best manager you ever had?]*

10 The Self

- How did the experience of [_____] shape who you are today? *[Ex: How did the experience of studying abroad shape who you are today?]*
- What does [_____] tell us about who you are? *[Ex: What does your volunteer work tell us about who you are?]*
- When you are not here, what do you like to do?

Keep your leadership communication skills sharp!

Here are some more resources to continue learning:

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There is no authentic persuasion tool more powerful than a well-crafted story. A good story can change the listener's brain chemistry, make information easier to remember and process, and the emotions they inspire make people more likely to act. [Try these 7 easy steps for writing business stories quickly.](#)

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ABOUT LEADERSHIP STORY LAB

If you find these questions useful, you'll find further insights in Esther Choy's book, *Let the Story Do the Work*, including how to make conversations with your teams, clients, and partners more meaningful.

Leadership Story Lab's business storytelling services draw on over ten years of helping teams and leaders tell riveting stories tailored to their context. With coaching, training, and consulting capabilities, we empower organizations to create a storytelling culture. Our clients have built business storytelling capacities that have improved both internal and customer-facing communication, formed strong business partnerships, and brought a clear sense of purpose, invigorating their organization.

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Stay in touch! Contact us for more information about any of these resources:
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