

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 Winning Without Persuading, pages 158-161.

1 The Origin

- When did you realize you were _____? *[Ex: When did you realize you were the one in charge?]*
- What prompted you to _____? *[Ex: What prompted you to switch careers? Or, How did we get here?]*

2 The Why

- Why did you choose to stay when _____ made life so _____ for you? *[Ex: Why did you choose to stay when new management made life so difficult for you?]*
- What was the single best _____ you have ever made? How has that paid off? *[Ex: What was the single best investment (financial, educational, personal, etc) you have ever made? How has this investment paid off?]*

3 Surprise

- What is one thing that people seem to know about _____ but in fact is not true? *[Ex: What is one thing that people seem to know about your job but in fact is not true?]*
- What has surprised you the most as you _____? *[Ex: What has surprised you the most as you became your own boss?]*

4 Compare And Contrast

- What's one way _____ feels different now than it did a year ago? *[Ex: What's one way your work feels different now than it did a year ago?]*
- What is the difference between _____ versus _____? *[Ex: What is the difference between proving versus persuading?]*

5 Tell Me More

- You mentioned _____, what do you mean by that? *[Ex: You mentioned that your move changed everything—what do you mean by that?]*
- Tell me more about _____. *[Ex: Tell me more about why in this case leaving money at the table is a good idea.]*

6 Seek The Meaning

- What does [_____] mean to you? *[Ex: All those awards, what do they mean to you?]*
- What do you make of [_____] ? *[Ex. What do you make of the latest numbers in the last two quarters?]*

7 Greatest

- What's one of the toughest _____ you've ever made? *[Ex: What's one of the toughest decisions you've ever made?]*
- What's something you're very proud of in _____ but haven't shared with others? Why not? *[Ex: What's something you're very proud of in your career but haven't listed in your resume or on LinkedIn? Why not?]*

8

A Different Path

- What is one _____ you didn't take? Why not? *[Ex: What is one path you didn't take? Why not?]*
- What's a decision you made about _____ that others _____ at the time? *[Ex: What's a decision you made about AI that others feared at the time?]*

9

Takeaway

- What's something you _____ the _____ way? *[Ex: What's something you learned the hard way?]*
- What does the current _____ mean for _____? *[Ex: What does the current leadership transition mean for the next generation?]*

10

The Self

- When did you realize you were _____? *[Ex: When did you realize you were no longer who you used to be?]*
- What are your absolute favorite parts of _____? What do they tell us about who you are? *[Ex: What are your absolute favorite parts of your job? What do they tell us about who you are?]*



As you continue to develop your own crazy good questions and story, ella AI, our storytelling tool, can give you feedback!

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