

What would you like to know about us?	Created by	Will Reynolds		
What problem does [service] address?	Books I enjoyed	Humble Inquiry		
Does the buyer own the problem?		Power Questions		
Who else would you like to bring to the table?		Coaching Habit		
Who could stop this project dead in its tracks?		A more beautiful question		
After you sign off, Whose buy in would we need to make implementation successful?				
What would you say is missing from the current solution in place?				
Why is now the right time to tackle this issue?	Good reads:			
How successful have your own efforts been?	https://seths.blog/2016/01/ten-questions-for-work-that-matters/			
How did you arrive at the decision to seek outside help?	https://99u.adobe.com/articles/52335/brainstorm-questions-not-solutions			
How much agreement is there internally about the problem and possible solutions?				
How much is not solving this problem costing you?				
Where will your company's future growth come from?				
If you had additional resources which initiatives would you invest in, and why those?				
How can you dip a toe in the decision without diving in headfirst?				
What expectations do you have of the team that you work with?				
How do you see your industry changing? What's driving that?				
Is there a product or service that you would like to see make up a bigger percentage of your leads/sales?				
What role does acquisition have on your business vs. retention? How do you see that impacting your marketing?				
What do your current partner do really well? What's causing a grind?				
Beyond your core customer, who else influences this decision?				
What are some of the challenges or roadblocks you anticipate with this project/strategy/approach?				
Is there a date by which you really need boots on the ground? What's driving that timeline?				
What is your most scarce resource at [company]				
What impact would hitting these goals have on your company?				
What are you doing differently this year to hit your revenue goals?				
What element(s) are you most confident in regarding your plan to meet your revenue goals?				
What element(s) are you least confident in regarding your plan to meet your revenue goals?				
How is your success measured?				
Is this the best work you can do?				
What else could we do to make this even better?				
Is there room for improvement?				
What are your dreams?				
Am I being the best [AM, husband, girlfriend, son] to you I could be?				
If I told you I wanted to spend the next 3 months getting better at 1 thing, what would you want it to be?				
What do you feel is the right decision for you, given what you've told me?				
What do you feel is the best alternative solution, given what you've told me?				
What does your heart tell you to do?				
What is your gut instinct?				
What did you learn from this?				
If you had to write your own obituary today, what would you like it to say about your life?				
Looking ahead in the next 3 years, what would you like to accomplish that would give you the greatest sense of achievement professionally? Personally?				
When you leave our company, what would you like to have had as a long term impact?				
If you left our company today, and came back in 2 years, what [innovations, LOBs, clients, processes would we have never been able to do without you?				
Let's start by putting the shoe on the other foot, if I brought this issue to you, how would you like it to be addressed?				
What do you wish they would do differently?				
Is this a decision that I need to make or that I can help you to make?				
[For personal decisions] What would you tell your best friend to do, if he/she was in the same situation?				
Is this solution/idea consistent with your company values/brand?				
What would be the first indicator that this relationship between our companies is working efficiently?				
What does [buzzword (Alignment, innovation, big ideas)] mean to you?				
How did you get into this line of work?				
Do you mind if we start over?				
You have a lot of options (only if its true), why do you work here? What excites you about this place, what parts of the job gets you most fired up?				
If I told you I wanted to spend the next 3 months getting better at 1 thing, what would you want it to be?				
What is the worst that could happen?				
Tell me about your plans?				
Tell me the good ideas you have decided not to pursue?				
I have researched the things that are important to your company, but only you can tell me what things your company has decided NOT to do?				
What do you wish your old vendor did differently?				
What are you seeing that makes you believe X?				
What decisions do we need to make today?				
What have we decided on today?				
If we only had [1,10,100, 1000] hours to spend what is the most highly leveraged way to deploy those hours and people?				
What decisions do we want to walk out of this meeting today having finalized/agreed upon?				
Is there something else you'd like to accomplish in your career?				
Is there anything I can provide you in advance to make this meeting most productive?				
Are there people in your organization I should be investing more time with?				
in what ways could I be a better listener to you and your organization?				
Imagine that the option you're currently leaning toward simply vanished as a feasible alternative. What else could you do?				
Imagine that the alternative you are currently considering will actually turn out to be a terrible decision. Where could you go looking for the proof of that right now?				
[For professional decisions] If you were replaced tomorrow, what would your successor do about your dilemma?				
Six months from now, what evidence would make you retreat from this decision? What would make you double-down?				
What would you like to know about your (client, consumer, target audience) that you don't right now?				
What are the underlying assumptions we are making?				
Of everything you're sharing, is there anything in particular that is a higher priority for us to focus on during this time?				
What could I have done to improve (XYZ) deliverable?				
Is your narrative more about your products or your purpose? Is there a reason for people to want you to succeed in your mission even if they never buy anything from you?				
What proportion of interactions with your company are not directly related to a transaction, either as sales or service? Do you create value for people beyond the products you sell?				
What proportion of interactions about your brand or product happen without your direct involvement? How well do you support those interactions (without being in control of them)?				
Do you create value for people beyond the products you sell?				
Have you ever seen a situation where the opposite was true? (When dealing with someone who thinks they're 100% right)				
It's the end of the meeting / presentation...Who is nodding their heads in agreement, what do you think they heard to make that happen?				
3 months after this meeting, what's different?				
Who is most likely to derail this presentation and what is the best way to get them back on board?				