

CHANGE THE QUESTION

WHAT?

To come up with new opportunities by changing the questions that you ask.

WHY?

It is very easy to get stuck in patterns of thinking which have been defined by existing situations and assumptions. This activity prompts different questions and usually different answers. The answers themselves may not be the right ones, but they should open up some new thinking.

HOW?

- Start by stating the key issue.
- Then use the categories in column one to frame new questions.
- Refer to the example following and use the template provided as a starting point.

KEY QUESTION	HOW CAN WE BE MORE CUSTOMER RESPONSIVE?
Broaden the question	How can we be a better organisation for all customers?
Make the question narrower	How can we be more responsive to a customer segment?
Ask the opposite question	How can we be less responsive?
Revert the question	How can customers have more control?
Ask a question about the lead up to the issue	How can we be responsive to the customer before the interaction?
Ask a question about the follow on	How can we be more customer responsive after the interaction?
Ask ridiculous questions	How would dogs help us to be more responsive?

TIPS

Encourage the participants to be free with their suggestions, and to use the exercise as an open forum where no one will pass judgement.

Fire the questions quickly and get everyone to write down their answers.

Then write up responses from the group and filter them.

Only by drilling down can you arrive at the real problem which needs solving.