

## Breakout Group Discussion

### TASK

- Using the question you developed at the beginning of the webinar, how can you make it more generative?
- If time permits, develop generative questions pertaining to one of the four processes
  - Customer experience
  - Transformation process
  - Decision-making for coordination and strategy
  - Employee Experience

Be ready to share one generative question

Time : 15 minutes

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## Examples

### Transformation process

Deficit based Questions	Generative Question
What are the recurring problems you encounter in preparing your customers' products or services (variances)?	Imagine a world where variances are experienced as an opportunity to demonstrate our expertise. Explain how we, as a team, share the tasks to leverage these variances.

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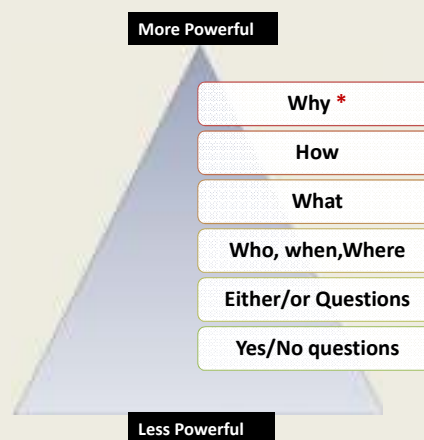
## Qualities of Generative Questions

- ☐ They generate energy and forward movement
- ☐ They are surprising: questions that people haven't discussed or thought about before.
- ☐ They take people back to memories that are personally meaningful and have deep emotions attached to them – what matters most to them
- ☐ They allow people to build relationships when they share these stories.
- ☐ These questions force us to look at reality a little differently either because of who we are listening to or because of how they ask us to think.
- ☐ They change how people think so that new options for decisions and/or actions become available to them
- ☐ They are thought provoking
- ☐ They stay with participants

Bushe, G.R. (2013) Generative process, generative outcome : The transformational potential of appreciative inquiry, in D.L. Cooperrider, D.P. Zandee, L.N. Godwin, M. Avital & B. Boland (eds) *Organizational Generativity : The Appreciative Inquiry Summit and a Scholarship of Transformation* (Advances in Appreciative Inquiry, Volume 4), Emerald Group Publishing Limited, pp. 89-113\_

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## Construction of a Powerful Question



*\* Use the question "why" to better understand the purpose, the meaning, the beliefs, etc. but not to bring someone to justify, defend or prove themselves right*

Source : Article : The Art of Powerful Questions, Catalyzing Insight, Innovation and Action by Eric E. Vogt, Juanita Brown and David Isaacs, 2003, Pegasus Communications, Inc.