Leveraging High-Gain Questions That Produce Value In Conversations

By choosing to structure our questions as high-gain ones, we create more value-add in our relationships with our teams and clients. It increases productivity, is more effective, and provides greater impact as leaders. We elevate our ordinary conversations to high-gain ones with these simple phrasings. They show respect, connection and valuing of opinions in our conversations.

THREE TYPES OF QUESTIONS

- **Close-Ended Questions**
  - Often starts with words like: do, does, are, is
  - Elicits a yes or no answer

- **Open-Ended Questions**
  - Often starts with words like: how, what, why, describe
  - Requires more thought

- **High-Gain Questions**
  - Often starts phrases
  - Provides insightful information in the shortest amount of time

WHY USE HIGH-GAIN QUESTIONS

- Ensures two-way communication in the relationship
- Creates a place to think through issues without putting the burden on one person
- Reduces defensiveness towards suggestions and ideas
- Creates ownership
- Provides an opportunity to help clarify action steps
- Opens up thoughts and issues on topics
SAMPLE HIGH-GAIN PHRASES

✓ Tell me more about …..
✓ I’d be interested in knowing your reasons for ….
✓ How did you come to that conclusion?
✓ What steps led you there?

THREE TYPES OF HIGH-GAIN QUESTIONS

INVESTIGATIVE – FACT FINDING QUESTIONS
✓ Tell me what you have accomplished so far.
✓ How long have you worked on this?
✓ Who else has been involved?
✓ Where do you think this project went off track?
✓ Why has _____ occurred?

DISCOVERY – STIMULATE THINKING & PUSH LEARNING
✓ What have you learned from this experience?
✓ What does it tell you about your approach?
✓ What’s the best thing that could happen; what’s the worst?
✓ What are the alternatives?

EMPOWERING – TRANSFER OF OWNERSHIP & A PUSH FOR ACTION
✓ What outcomes are you after?
✓ What do you have to do to make it happen?
✓ What is your first step?
✓ What resources do you have; what do you need?