



Crafting AI Questions

Crafting bold, provocative, positive questions is at the heart of Appreciative Inquiry and the power of AI lies in the unconditional positive question. It's not enough to know what you don't want (the problem or complaint). It's important to know what you do want. This can be a challenge. We often immediately think what we want is the opposite of what we do not want. That's a good place to start, but challenge that thought. Is that all you want? Imagine the ideal?

For example, British Airways had a problem with lost luggage. At first all they wanted was every bag to arrive on time at its proper destination. With some thought and a bigger context, what they really wanted was exceptional arrival experience for their passengers. Their focus went from "fixing the problem" to designing for the ideal outcome. By delivering exceptional arrival experience, the occasional lost bag turned out not to be such a major problem. The steps in this table may help you move from an issue to the outcome(s) you are looking for.

From Problem to Outcome				
Presenting Issue	Real Issue	Desired Outcome	Best Outcome	Inquiry Questions
Problem Complaint "Don't Want" "Not working"	Identify the bigger issue Why is it a problem? How is this impacting the person, organization, stakeholders, success?	"Do want's" Big picture outcome that would resolve the impact on the organization, stakeholders, and success	Good to Great The best possible outcome: bold, provocative, positive	Questions to elicit evidence that this already exists within the organization somewhere What might you ask to evoke stories/examples of this topic or outcome at its best?
EXAMPLE:				
I'm tired. I don't want to be tired.	The impact of being tired is that I'm not present with my family, my work suffers, I can't handle stress so I'm sick all the time.	I want to be present with my family and at work. I want to be able to manage stress and be healthy.	I want to feel alive and vibrant in my life engaging with family and colleagues in ways that bring joy and ease so that I can thrive no matter what happens	Tell me about a time when you were vibrant and alive with your family? Tell me about a time when you were joyful at work even when everyone else was collapsing under pressure.

Courtesy of Dr. Cheri Torres

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