I want to collect input from others by getting to the heart of what motivates people

▽

QUESTION LADDER

LEVEL OF INVOLVEMENT

INSPIRED BY
Project Innovation (2012) Question. In: Social Innovation Toolkit.

FAIRLY SIMPLE, SELF ADMINISTERED TOOL
needs relatively less time

What is it & why should I do it?

How do you know the right question to ask? Sometimes reaching the right answer means thinking more about the kind of questions you're asking. It might sound simple, but focusing on what you're asking someone is essential for reaching a deeper understanding. The **Question Ladder** is an interview technique that helps you to hone in on a certain topic by asking a series of questions about different aspects related to that topic.

This tool is a quick and easy way to start asking your questions in a few different ways, and to start combining questions in order to reach more complex answers. It provides a structured overview of what goes in to a question; it shows how to combine a range of who, what, where, when, why and how questions coupled with the words like is, did, can, will, would and might. This makes it much easier to think about the best way to get to the heart of the issue at hand, and to build chains of questions that will allow you to gradually reach the heart of more complex issues.
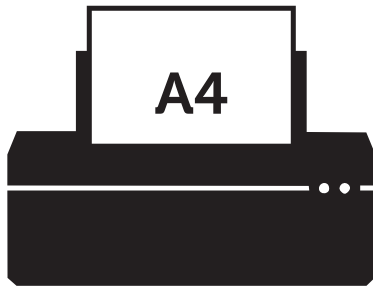
? HOW TO USE IT

While making a questionnaire or before going for an interview, this worksheet can be used as a series of possible questions from which a final set can be chosen. Use this to practice approaching and exploring an issue through various directions.
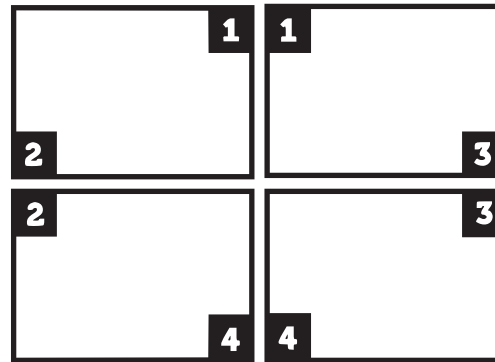
Once you have gained some experience with using this technique, you might find yourself automatically using it in conversations or interviews you conduct with people.

simple questions ← → complex questions

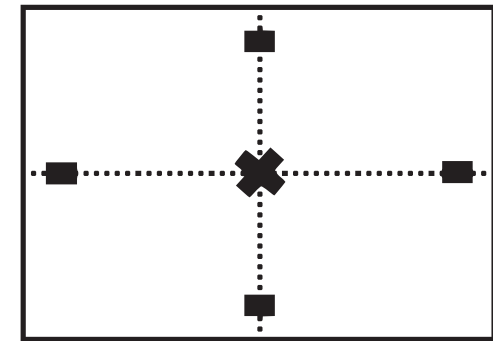|	Is	Did	Can	Will	Would	Might
Who	Who is	Who did	Who can	Who will	Who would	Who might
What	What is	What did	What can	What will	What would	What might
Where	Where is	Where did	Where can	Where will	Where would	Where might
When	When is	When did	When can	When will	When would	When might
Why	Why is	Why did	Why can	Why will	Why would	Why might
How	How is	How did	How can	How will	How would	How might

DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES

A4

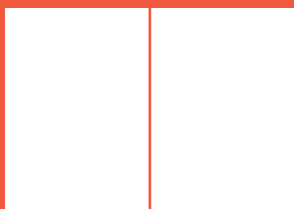❶ Download the PDF file and print it in a normal A4 printer.

❷ Align the worksheet prints according to the numbered boxes along the edge of the sheets.
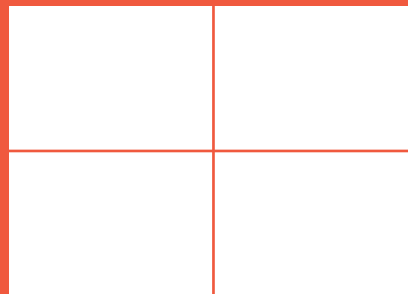
❸ Join the aligned prints with cellotape or tacks and get started!
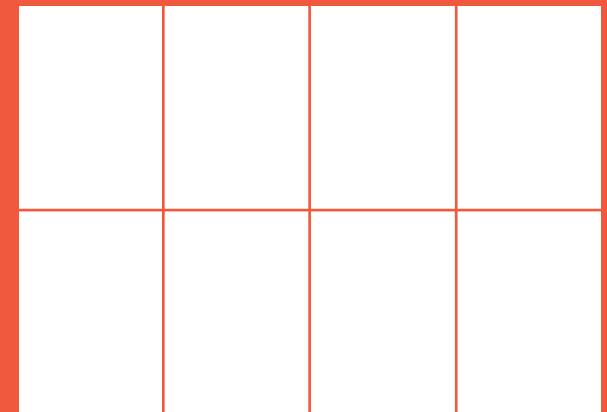
SIZE AND ORIENTATION GUIDE

A1

A2

A3

What

Who

What is

Who is

Is

SIMPLE QUESTIONS

What did

Who did

Did

I want to collect input from others

by getting to the heart of what mot

ivates people

Can

Who can

What can

Will

Who will

What will

Would

Who would

What would

DIY 13

QUESTION LADDER

COMPLEX QUESTIONS

Might

Who might

What might

How	Why	When	Where
How is	Why is	When is	Where is
How did	Why did	When did	Where did

How can

Why can

When can

Where can

Where will

When will

Why will

How will

Where would

When would

Why would

How would

Where might	When might	Why might	How might