TOPIC	1. What is the issue you want addressed? 2. What is the problem, opportunity or predicament that you face? 3. If you were to describe your issue to me in one sentence, it would be….. 4. What is the one single thing you must resolve?
OVERALL PURPOSE	1. What is the larger picture of this project? 2. How can you quantify this project in time, dollars or numbers? 3. If you can't directly measure where you want to be, how can you verify when progress is being made and the results happen? 4. What do you want to have accomplished when you are done? Specifically? In general terms?
PURPOSE OF THIS SESSION	1. When the session is over, what do you want available to you? 2. What are your expectations for this session? 3. How can you quantify your expectations in time, dollars or verifiables? 4. How can we assure the session is productive for you? 5. What do you need to walk away with...specifically?
NON-PURPOSE OF THIS SESSION	1. What could derail this session? 2. What should we not talk about? 3. What would be a waste of time to spend any effort on? 4. What is outside the boundaries of this topic? 5. Where are the landmines that can upset this topic?
PERMISSION METER	1. How welcome are participants to challenge the assumptions about this topic? 2. How much freedom does the group have to go down fresh pathways? 3. On a scale of 1-10 with 10 being 100% fresh and bold ideas and 1 being totally and specifically analytical...what type of thinking do you want? 4. How open would you say you are to having your basic concept challenged?
BACK-GROUND	1. What is your role in this project? 2. What support do you have? 3. How did this project get started? 4. What financial support is available? 5. What has been done to date? 6. What could stop this project? 7. Why are you working on this project? 8. What will happen if you are successful? 9. What will happen if you fail; or partially succeed? 10. What are 10-12 key facts I need to know to help you? 11. What visuals do you have that will help us in the session - charts, graphs, products, photos, ads, anything visual that helps tell the story?
HEADERS	1. What questions do you want explored? 2. What needs to be part of our session? 3. Who are the stakeholders in this project and what would they want this team to consider? 4. If you could resolve one issue in this project, what would it be? 5. What are the 3-5 key questions that will crack open your issue 6. Be sure to use "ways to" to turn some of their what questions into creative ones (if needed).