### Design - Boundary Questions

| 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?  
| BACKGROUND | 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).