

# 3 types of questions for FOCUS



## CHUNKING UP

What is this **part** of? (a bigger project/a bigger strategy)

What is the **context** that we need to have in mind? (market, changes, competitive environment, trends)

**Why** are we doing this? (the higher purpose, our identity, brand, strategy)

**What** is the long-term result? (ambition, goal)



## CHUNKING DOWN

What should we **look into**?

How do we **define** ...?

What are the **critical elements** of this?

What have **we missed** looking at?



## CHUNKING Laterally

**What else** could be done?

What else is **connected** to this?

**How else** can this be done?

What does this **remind you** of?

**Who else** could be involved?



# Work on your focus - up/down/laterally



**Think about the last complex work situation you have been in:**

1. What kind of focus did you use most? What did you do specifically? What was the impact?
2. What kind of focus did you use least? – select from the tool “3 types of questions for FOCUS” the questions you need to use more to improve that type of focus

