



MASTERING THE ART OF STRATEGIC QUESTIONING

5 October – Edinburgh 12 October – Glasgow 26 October – Aberdeen

The Workshop

Sir Antony Jay, co-author of “Yes Minister” and “Yes, Prime Minister,” once said: “The uncreative mind can spot wrong answers, but it takes a very creative mind to spot wrong questions.” Questioning skills are the sine qua non of successful business leaders.

In this highly interactive one-day workshop (9-5), you will learn a breakthrough questioning method that is steeped in investigative journalism, cognitive neuroscience and social psychology. The method emphasizes humility, finely tuned listening, empathy, and Eastern and Western perspectives on mindfulness – an ideal model for effective leadership and governance.

This workshop will offer you a new way to think about and ask questions and features short video clips of interviews conducted by today’s top TV reporters and hosts in the US, UK and Canada to reinforce principles and techniques. Throughout the day, you will work in small groups on exercises and a case study that capture compelling scenarios faced by directors and trustees.

Who Should Attend?

Directors, non-executive directors, trustees and leaders of SMEs across all sectors in Scotland who generally want to take their questioning skills to an advanced level, and who particularly want to gather information about highly sensitive topics in a collaborative rather than confrontational manner.

Workshop Content

- The Unquestionable Leadership Skill
- The Seven Deadly Sins of Questions
- Principles of Great Questions
- Leading into the Moment of the Topic
- Empathy and the Mirror Neuron
- The Secret to Masterful Questions: Exploring Change Points
- The Four Levels of Questions for Change Points
- Probing, Clarifying and Mind Mapping Responses
- Creating a Blending Stage for Sensitive Topics
- Case Study to Practice the Six-Step CLIENT Questioning Model

Workshop Benefits

- The workshop demonstrates the power of leading and guiding **through** questions, and challenges the prevailing view that sparring with questions leads to deep insights.
- The Questioning Model provides a step-by-step approach to preparing for, and engaging in, an effective information-gathering session, as well as techniques to probe inaccurate information along the way and to handle revelations with improvised question sequences.
- All delegates will receive a summary of the workshop content at the end of the day.

“Terrific. I will use skills right away and will highly recommend course. I want to do more with my organisation. Thanks.”
Manager, Finance Sector



MASTERING THE ART OF STRATEGIC QUESTIONING

5 October – Edinburgh 12 October – Glasgow 26 October – Aberdeen

Workshop Tutor

Dr David Steinberg is a consultant and university lecturer specialising in advanced questioning skills for business professionals. Prior to starting his consultancy five years ago, he directed sales operations and account management processes in the US for a highly successful e-learning software-as-a-service start-up and for a Fortune 500 Corporation.

David has conducted workshops for a variety of companies including Aramark, Amerinet (now Intalere), and IHRDC, as well as for undergraduate and executive MBA and MBA students at business schools in the US and UK. He is a guest lecturer at the Sir John Cass Business School and, soon, at Strathclyde Business School and the School of Management & Languages at Heriot-Watt University. He earned a doctorate in social psychology from the London School of Economics and Political Science.

*"This is one of the very best, most powerful and useful, one-day workshops I have participated in.
Thank you very much - Terrific Session!"
Director, Services Sector*

Costs

- IoD members' early booking rate - £310 plus VAT available online @ IoD.com
- IoD Members- £345 plus VAT
- Non IoD Members - £395 plus VAT

MASTERING THE ART OF STRATEGIC QUESTIONING – Delegate Details	No Places
5 th October 2017 @ IoD Scotland, 10 Charlotte Square, Edinburgh, EH2 4DR	
12 th October 2017 @200 SVS, 200 St Vincent Street, Glasgow, G2 5RG	
26 October 2017 @ Aberdeen (location tbc)	

Name(s):			IOD No:	
Company:				
Address:			Postcode	
Tel:		Email:		
Special dietary / access requirements:				
How did you hear about this Workshop? (please delete)	Email/Magazine/Colleague/Other (please specify)			
I enclose a cheque made payable to "The Institute of Directors" for £ _____			Please send an invoice	

Post your form to the address below or email to director.scotland@iod.com