

Category

Consulting

Trusted Advisor Discovery & Questioning Techniques Playbook

Asking the questions that surface what the client hasn't yet articulated, not just what they already know to tell you

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for discovery and questioning technique that surfaces genuine, not-yet-articulated client insight — open-ended framing, productive silence, and layered follow-up — distinct from simply gathering the information the client already knows to volunteer.

Isn't discovery just asking the client what their problem is?

A basic version, yes, but genuine discovery technique surfaces insight the client hasn't yet fully articulated even to themselves — requiring specific questioning technique beyond simply asking "what's the problem" and recording the answer.

How is this different from the Trusted Advisor Conversations

Playbook on framing and reframing? That playbook covers techniques for introducing your own perspective into a conversation. This one is about drawing out the CLIENT's own deeper thinking through questioning technique, a complementary but distinct skill focused on eliciting rather than contributing perspective.

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