

SOCIT CAPTURE SHEET

S

Examples:

What are you currently doing in this area?
What is happening in your business?
What are you using?
What have you experienced to date?

O

Examples:

What outcomes are you looking for?
What are your objectives?
What are the goals?
How will you measure success?

C

Examples:

What challenges are you experiencing now?
What concerns do you have?
What roadblocks do you see in achieving your outcomes?

I

Examples:

How will this challenge impact your future plans?
If nothing changes, how do you see this impacting you personally?
If this isn't addressed, how far off track will it take you?

T

Examples:

What if you could ...?
Have you considered this approach ...?
So if you had ... would that be the type of approach you would be looking for?