Total Inter Action

SOCIT PLANNER SHEET

General Area

Think about a general area you wish to explore with this person, eg understanding their role, understanding their business, etc. Write the general area down in this section.

S | SITUATION

Questions that uncover historic or current facts relating to possible needs

Think about the current or historical facts relating to this general area.

Write in this section two or three open / "learning" or closed / "confirming" questions you can ask that will better understand and explore what they have been doing or are currently doing in this area.

O | OUTCOME

The outcomes we offer

Think about the outcomes you can provide that relate to this general area that are going to be relevant to this person.

List in this section the relevant outcomes you can offer.

Outcome Questions

Taking into consideration the above list, write in this section one or two "open" questions you can ask this person that will better understand and explore the outcomes that are important to them.

C | CHALLENGE

Challenges we address

Think about the problems you can solve in this area.

List in this section one or two challenges you can address that are also relevant to this person.

Challenge Questions

Taking into consideration the above list, write in this section one or two "open" questions you can ask that will better understand and explore the challenges important to the person you are talking to.

I | IMPACT

Potential Impact

Think about the potential impact of the problems (listed left).

List them in this section.

Impact Questions

Taking into consideration the above list, write in this section questions you can ask that will better understand and explore the potential impact of these problems on the person you are talking to.

T | TRIAL

Agreement in principle

Think about the outcomes and elements you would ideally like the person you are talking to agree to.

Turn these into a "closed" / confirming question. (This is where you are heading with your questioning). If they agree that these are the outcomes they want, you will have achieved your objective.