Examples of open-ended questions (PDF)

Why are open-ended questions so important?

They require a person to pause, think, and reflect.

Answers include personal feelings, opinions, or ideas about a subject.

The control of the conversation switches from the person asking the question to the person being asked the question.

Open-ended questions begin with the following words: why, how, what, describe, tell me about..., or what do you think about...

Examples

- How did you get involved in...?
- What kind of challenges are you facing?
- What is the most important priority to you? Why?
- What could make this no longer a priority?
- What other issues are important to you?
- What would you like to see improved?
- What World you like to see improved:
 Who else is involved in this decision?
- What do you see as the next steps?
- How do you measure that?
- What is your timeline for implementing this action?
- What is it that you'd like to see accomplished?
- What are your expectations?
- How do you see this happening?
- With whom/what have you had success in the past?
- With whom/what have you had difficulties in the past?
- Can you help me understand that a little better?
- What concerns do you have?
- What's changed since we last talked?
- What other items should we discuss?
- How did you reach this decision?

Resource: Niels Norman Group