

# HIGH IMPACT QUESTIONS

High impact questions help leaders, coaches and BAs with powerful conversations that solve problems and innovate, not to mention yielding great requirements.

## Sponsor & Stakeholder Questions



- What does success look like for this project?
- What would happen if we did not go through with the project?
- What are the pain points we are trying to alleviate with this project?
- Who will benefit most from this project being completed? Why/How?
- That seems really important to you; help me understand why?
- In what ways does the current system/process work (and not work) well?
- What are the processes of your organization? What business decisions (business rules) are made in your processes? Who owns the process? What process measurements are used? What regulations are abided by?
- Who are your suppliers and what do they provide your organization? Who are your customers (internal/external) and what does your organization provide them?
- How does the organization measure success?
- In your opinion what are the project risks? What are the chances of success vs. failure Why?
- How will your end customers benefit from this?
- What are the risks to the experience of your end customers?

**A single thought-provoking question can change the trajectory of a conversation, open a floodgate of new ideas or magically simplify a complex problem.**

See the other High Impact Questions References for more insight.

General One-on-One Questions

User & SME Questions

Process & Detail Questions



BA-Squared, LLC Angela Wick  
Business Agility with Business Analysis



BA-Cube