Asking Better Questions (With NLP)

Shift attention → unlock solutions → create change

Why Questions Shape Thinking

The brain can't not answer a question. Each one directs focus, opens possibilities, or closes them down. Mastering questions means you guide conversations without forcing — so clients, colleagues, or buyers feel the answers are theirs.

3 Core NLP Question Types

1. Outcome Questions
   - "What do you want instead?"
   - Moves people from problems → solutions.
2. Resource Questions
   - "When have you handled something like this before?"
   - Directs attention to strengths and past success.
3. Evidence Questions
   - "How will you know you've achieved it?"
   - Sets clarity and criteria for progress.

Examples in Action

- Therapist with client stuck in anxiety:
- "What would feeling calm allow you to do that's important?"
- Coach helping career changer:
- "When have you been most resilient in the past?"
- Sales context (therapy package):
- "How will you know this program is the right fit for you?"

Try It Yourself

In your next conversation:

- Replace one "why" question with an outcome question.
- Use a resource question to remind someone of their strengths.
- Finish with an evidence question to set direction.

Next Step

Better questions lead to better answers. Better answers lead to better decisions.

Practise your questioning toolkit inside the DSNLP Community — $5.99/month.