

Stakeholder question list

Ask marketing, sales, and finance before you design. Asking the right questions is a compass, not a courtesy.

PROJECT / DECISION

Before the meeting

- ☐ I know who is in the room and what they own.
- ☐ I have three questions that are not “does this make sense technically?”
- ☐ I will listen more than I explain.

Questions to take with you

QUESTION

ASKED OF

WHAT I HEARD

What does success look like for you in 90

What would make this a waste of time?

Who else has to live with this decision?

What have we tried that failed?

If we can only do one thing well, which o