



WICKLANDER - ZULAWSKI INSTRUCTOR INSIGHTS



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2024 SCHEDULE

JANUARY 5

FEBRUARY 2

MARCH 1

APRIL 5

MAY 3

JUNE 7

JULY 12

(2nd Friday)

AUGUST 2

SEPTEMBER 6

OCTOBER 4

NOVEMBER 1

DECEMBER 6

LIVE on Youtube

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of every month
at 9:00AM Central Time



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ASKING THE RIGHT QUESTIONS...RIGHT.

As interviewers, it's easy to fall into the trap of concluding with closed-ended questions, only to realize later that crucial details were missed. However, there are techniques you can use to elicit more details even when you're not sure if they exist. One such technique is to ask open-ended questions that encourage the interviewee to provide more in-depth answers. Additionally, active listening and asking the right questions can help uncover details that may have been overlooked. By mastering the art of eliciting details in interviews, you can ensure that you're getting the most out of your conversations and making informed decisions based on all the available information.

KEY TAKEAWAYS

- Utilize the question funnel; then have a plan for when you reach the tip of the funnel.
- Rephrase the close-ended question to obtain more information.
- The use of Cognitive questions is effective in all interviews.
 - Sequential Narration: When a subject describes an object or event from one end to the other.
 - Contrastive Analysis: Identify structural differences and similarities by asking comparative questions to elicit more distinctive details.
 - Sensory Exploration: Asking non-typical sensory questions about an object to gather details that might be missed by common sensory observations.
 - Reflexive Dialogue: Using terminology used by the subject.