

# Focused Conversation Method Structure

**TOPIC: The focus or subject of the conversation**

## OPENING

Welcome.  
Context.  
“Contracting”  
(setting up the norms of participation).

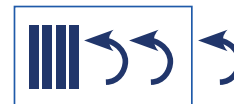
## RATIONAL AIM

The intent or practical goal of the conversation. It guides the collective thinking process and determines the direction of the conversation.



## EXPERIENTIAL AIM

The inner impact and overall experience of the conversation on the group. It sets the mood of the group and the tone of the communication.



## CLOSING

Thank the group.  
Discuss next steps.  
Agree any documentation.



### OBJECTIVE

#### OBJECTIVE LEVEL QUESTIONS

- To engage the five senses (sight, sound, taste, smell and touch)
- Invites inclusive participation and focuses attention
- Gets out the facts and objective data.



### REFLECTIVE

#### REFLECTIVE LEVEL QUESTIONS

- To elicit and acknowledge imaginative, intuitive and emotional responses
- Acknowledges emotions, memories and initial associations
- Invites participants to use their imaginations.



### INTERPRETIVE

#### INTERPRETIVE LEVEL QUESTIONS

- To elicit ideas, relationships and logical connections
- Builds collective consciousness and shared awareness within the group
- Identifies available options within the group.



### DECISIONAL

#### DECISIONAL LEVEL QUESTIONS

- To develop depth level collective opinions or resolve that may lead to future action
- Draws out the deeper meaning
- Makes conversation meaningful and relevant to the future
- Exposes individual and group choice.