

# Creating a Focus Question

The FOCUS QUESTION is the starting point for the group's work. It is a question which focuses the attention of the group on a specific subject, while allowing creative responses.

To create a focus question before a workshop, first identify the subject, rational and experiential aims, the participants, the stakeholders in the product, and the time frame.

The focus question should:

- be an open-ended question
- draw out many specific responses from each person
- name the subject as specifically as possible
- identify the stakeholders (at least as "we")
- identify the time frame (if relevant)
- be simple and clear enough for the participants to answer with a minimum of explanation

