Thought Vectors and Nuggets Exercise

# Nugget

“My point is that I did not anticipate, at all, that this idea of learning via a game would resonate so poorly with these students. I didn’t ask the right, or enough questions in my front-end analysis” (Green, 2019).

This perspective is interesting to me for a bunch of reasons. I teach sales and marketing, and we regularly do customer needs analyses as part of that discovery process with new clients. It’s a very similar process to a needs analysis associated with instructional design. At the end of the day, the information you glean from these engagements is only as effective as the quality of your questions. What’s interesting, I find, is that the most valuable information you’re going to acquire from this process is gathered from the questions that you weren’t expecting to ask. This is the result of employing strong effective listening techniques. Follow up questions are the most critical. A standardized question is often only the starting point on a path towards insight. We can’t anticipate the discoveries we’ll encounter when interacting with people outside of our own lived experience. At the end of the day, you should employ empathy wherever possible and listen.