

Diagnostic Conversation

1. What is the **context*** for the change?
2. How is **Conway's Law**** being applied?
3. What are the norms and philosophies?
4. What is your ideal solution or outcome?
5. How will you know things are right?
6. What's happening with this issue right now?
7. What actions have you taken so far?



Evaluating Conversation

1. What does success look like?
2. How will you measure progress?
3. How will we know you are being slippery?
4. If the 1st step is successful, what would the next step be?
5. How will you embed / sustain this?



Presuppositions

The client is creative, resourceful and whole.
All human behaviour has a positive intent.
The map is not the territory.

Contracting Conversation

1. What are you willing to commit to?
2. What could get in the way of this?
3. What support do you need, and from whom?
4. What are you authorising me, as the coach, to do?
5. When are you going to start?



Coaching Conversation

1. What have / haven't you done about this issue?
2. What is preventing you from moving this issue forward?
3. What is really going on with this? Or, what are we not talking about here?
4. What's the next step?



*Context

There are these two young fish swimming along, and they happen to meet an older fish swimming the other way, who nods at them and says, "Morning, boys, how's the water?" And the two young fish swim on for a bit, and then eventually one of them looks over at the other and goes, "What the hell is water?"

Adapted from the commencement speech given by David Foster Wallace to a graduating class at Kenyon College, Ohio

**Structure (Conway's Law)

"Any organisation that designs a system will inevitably produce a design whose structure is a copy of the organisation's communication structure." Melvin E. Conway

1. What are the existing **communication** structures?
2. What are the formal and informal **authority** structures?
3. Where are the **touch-points** between the technical and social systems?

Intention

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