thequestionlab

When did you last ask a really good question?

We make questioning a future skill.

Most development programmes involve questions – but no one teaches the people in your team or organisation how to ask more and better ones. That is exactly what we do.

WHY NOW?

Answers have become cheap.

AI delivers them in seconds, and almost everyone has become an adviser. What is getting scarce are conversations in which someone truly asks us something. Answer too quickly and you often solve the wrong problem – and the team learns that thinking happens at the top.

WHAT IS QUESTIONING COMPETENCE?

Asking the right question at the right moment instead of jumping to an answer. Holding the pause, staying close to the other person – and knowing which question helps now and which is better left unasked.

01 **Build question awareness** – how often do I really ask?

02 **Develop questioning skills** – timing, pauses, listening, question types

03 **Embed questioning** – practise until it becomes habit

WHAT RESEARCH SHOWS

Not a gut feeling – well researched.

2.5×
as many questions are asked by people perceived as leaders.
Aritz et al. 2017

29%
of leaders ask as often as they would like to – for fear of appearing incompetent.
Karelaia & Cojuharenco 2020

11–14
questions per conversation is the sweet spot. Not more – better.
Brooks & John 2018

learnable
People who are trained ask measurably more often and are perceived more positively.
Huang et al. 2017 · Grant 2010

Questions build trust. People who genuinely follow up are seen as more caring. (Huang et al. 2017)

Teams learn more. Where questions are welcome, mistakes surface earlier. (Edmondson 1999)

Questions boost motivation. Respectful inquiry fosters autonomy and belonging. (Van Quaquebeke & Felps 2018)

THREE WAYS INTO THE QUESTION LAB

LEARN & PRACTISE · GROUPS

Workshops & trainings

Full or half day. You learn to ask more and better questions – using your real situations.

INSPIRATION · STAGE

Keynotes

30–60 minutes. Not a training but a shift in perspective for kick-offs, summits and conferences.

CLARITY · 1:1

Coaching

I don't advise you – I ask you the questions that help you find your own answer.

Our offers in detail

the question lab

1 Workshops & trainings

up to 14 people · on-site or online

FULL DAY · FOUNDATION

Foundations Lab

all levels

CONTENT

- Why we answer so quickly
- Experience question types
- Reflect on your own answering habits

YOU TAKE AWAY

- Techniques for many situations
- Confidence in difficult conversations
- Your question toolbox

+ Deep dives, half day, building on the Foundations Lab

Leadership Lab

Leaders at all levels

Am I enabling, advising – or just dispensing answers?

DU LERNST

- Reflect on your leadership role
- Questions for delegation, feedback and 1:1s
- Master difficult conversations with questions
- When an answer is needed – and when questions work better
- Leading as a coach: enabling rather than advising

Team Lab

Teams, with or without their leader

Thinking together instead of working side by side.

DU LERNST

- Analyse your question culture: who answers, who stays silent, who jumps in too fast?
- Resolve conflicts with questions and find solutions together
- Listen actively and show real curiosity
- Develop a new question culture as a team

Service Lab

Sales, service, consulting, support

In customer contact, the question before the answer often makes the difference.

DU LERNST

- Clarify needs with questions before offering solutions
- Questions for needs analysis, complaints and objections
- Understand the person behind the request
- Talk as equals instead of in sales mode

2 Keynotes

30–60 min · EN/DE · interactive

The Art of Asking

TEDXGRAZ 2025

Why do we answer so quickly – and what do we miss?

- What research shows about questions
- Live: recognise your own questioning habits

For kick-offs, leadership summits, industry events

The Human Prompt

AGE OF AI

If AI frees up our time – what do we use it for together?

- Questioning skills as the basis for good prompting
- Connecting through questions in an AI world

For conferences on AI, the future of work, innovation

3 Coaching 1:1

online · Innsbruck · Walk & Talk



In a world full of answers, I ask you the right questions.

I don't advise you. I ask you the questions you haven't asked yourself yet – and you find your own answer.

"If you had to give yourself advice – what would you do?"

Leaders & executives

TYPICAL REASONS

- A decision that is truly yours
- A turning point or a new role
- Stuck in your thinking – a fresh view

Free 30-min intro call

Nathalie Starke · Learning and business psychologist, systemic coach and teaching coach (SG, DGSF). Works on nothing but questions – in coaching, in training coaches and on stage.

> *"Nathalie translates complex systemic concepts into practical and accessible learning experiences."*
> **Thorsten Schmidt** · former Managing Director, Deutsche Bank

Let's talk about your question.

In a first conversation we clarify what you need – followed by a tailored proposal.

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