the question lab

PRESS KIT · NOVEMBER 2026

Nathalie Starke

Learning and training psychologist, business psychologist, systemic coach and teaching coach, founder of The Question Lab

How good are we at asking?



SHORT BIO · BRIEF

approx. 50 words · programmes, introductions

Nathalie Starke is a learning and training psychologist, business psychologist, systemic coach and teaching coach, and the founder of The Question Lab. She turns questioning into a future skill, showing leaders, teams and organisations how better questions lead to clearer thinking, better decisions and more effective collaboration. TEDx speaker, university lecturer, Innsbruck.

SHORT BIO · MEDIUM

approx. 100 words · websites, podcasts, press releases

Nathalie Starke is a learning and training psychologist (B.A.), business psychologist (M.Sc.), systemic coach and teaching coach (SG), and the founder of The Question Lab in Innsbruck. Her subject is a skill almost everyone takes for granted and hardly anyone trains: asking good questions. With The Question Lab, she establishes questioning as a distinct, learnable competence for organisations – grounded in research and applicable the very next day. She teaches at the University of Applied Sciences Upper Austria and BSP Business & Law School Berlin. At TEDxGraz 2025 she spoke on "The Art of Asking". Her keynote "The Human Prompt" explores what questioning means in the age of AI.

STAGE
TEDxGraz 2025

RESEARCH
Research Fellow, NYU Q-Lab

TEACHING
FH Upper Austria · BSP Berlin

LANGUAGES
German · English

IN THIS PRESS KIT

02 Full biography
02 The Question Lab
03 Topics & expertise
03 Keynotes & introduction
04 Quotes · press photos
05 Logo, brand · contact

Full biography

the question lab

Nathalie Starke works on a question that organisations rarely ask: **How good are we at asking?** Leaders are paid to have answers. Teams expect solutions. The result is meetings full of monologues, employees waiting for instructions, and decisions built on thin ground. Nathalie Starke starts where all of this begins: with the question.

EXPERTISE

She is a learning and training psychologist (B.A.) and business psychologist (M.Sc.) as well as a certified systemic coach, trainer and teaching coach (SG). Her methods are rooted in systemic thinking; her work combines organisational and learning psychology with current research on questioning – such as Harvard Business School studies on how questions affect liking and on "boomerasking", and research on respectful inquiry in leadership.

BACKGROUND

After her studies she worked in systemic management consulting, researched shared leadership, and contributed to research on the four-day week with the University of Münster (4 Day Week Global). For years she trained systemic coaches as well as teams and leaders. The common thread: in every training, the question was the most powerful tool. The Question Lab grew out of that.

TODAY

She teaches at the University of Applied Sciences Upper Austria and BSP Business & Law School Berlin, including on the Master's in Business Psychology. Since November 2026 she has been a Research Fellow at the Q-Lab, a New York University research project on the science of questioning (questionslab.org). In 2025 she spoke at TEDxGraz on "The Art of Asking"; at TEDxInnsbruck she coaches speakers.

Vision

Her goal is **the questioning organisation**, carried by **Questioneers**: people who are not the first to answer but the first to ask – and who thereby set thinking, leadership and collaboration in motion. For her, questioning is not a soft skill but the foundation for innovation and psychological safety. All the more so in the age of AI: when answers are available at any time, the quality of the question decides.

The Question Lab

The Question Lab turns questioning into a future skill. The company enables people and organisations to ask more and better questions – for clearer thinking, better decisions, more effective collaboration and stronger connections. Founded by Nathalie Starke, based in Innsbruck, working across Germany, Austria and Switzerland in German and English.

MISSION

To establish questioning as a distinct, learnable competence. Not as yet another leadership or communication training, but as the foundation on which other development investments build.

APPROACH

Evidence-based and effective, clear and efficient, warm and curious. Questions are first and foremost a business tool. Humanity is the outcome, not the premise.

OFFERING

LINE	FORMAT	FOR WHOM
Workshops	**Foundations Lab** – full day, the basis for all deep dives	whole organisations, teams
Workshops	**Leadership Lab, Team Lab, Service Lab** – deep dives, half day	leaders, teams, customer-facing staff
Keynotes	**"The Art of Asking"** and **"The Human Prompt"** (questioning in the age of AI)	conferences, kick-offs, leadership summits
Coaching	**Coaching Lab** (1:1 coaching), **Practice Lab** (transfer after workshops)	leaders, managing directors

Plus tailored formats and e-learning for companies.

AUDIENCES

HR and organisational development, leaders and teams in companies across the German-speaking region, and individuals in leadership roles who are not looking for ready-made solutions but for their own clarity.

FOCUS AREAS

- **Leadership:** develop rather than dictate
- **Team:** real dialogue instead of monologue
- **Customer contact:** understand before you answer
- **Age of AI:** the question as a core human skill

Topics & expertise

the question lab

For interviews, expert articles, podcasts, talks and panels – in German and English.

TOPIC	THE QUESTION BEHIND IT	GOOD FIT FOR
Questioning as a future skill	*Why do companies train presenting, negotiating and feedback – but not asking?*	Business and HR media, keynotes
Questioning in the age of AI	*If AI delivers every answer, what is left for humans?*	Tech and future formats, conferences
Leading through questions	*Why leaders who give too many answers prevent ownership*	Leadership media and podcasts
The science of asking	*What research knows about good and bad questions, e.g. on liking and "boomerasking"*	Science formats, trade press
Questions and collaboration	*How questions change meetings, conflicts and psychological safety*	HR and OD trade media
Questions in everyday life and relationships	*Why "How are you?" is often not a good question – and what to ask instead*	Consumer media, lifestyle, radio

Available as an expert for commentary on the world of work, leadership, AI and communication, background conversations on the research of questioning, and moderating Q&As and panels.

Keynotes

The Art of Asking

TEDXGRAZ 2025

We ask hundreds of questions every day, but hardly any of them consciously. Nathalie Starke shows what separates a good question from a bad one, what research knows about it, and why a single question can change a conversation, a team or a decision. The audience leaves with questions they can ask the same day.

The Human Prompt

WORKING TITLE

AI delivers answers in seconds. That shifts the bottleneck from the answer to the question. This keynote shows why questioning becomes a core human skill in the age of AI – with machines, and above all with people. Also available as a tandem keynote with AI expert Michael Streit.

LENGTH
20 / 45 / 60 min

LANGUAGE
German, English

FORMAT
on-site, online, interactive

TECH
headset, projector (HDMI), clicker, confidence monitor

BOOKING
via contact, fees on request

SPEAKER INTRODUCTION

approx. 30 seconds

"Our next speaker is convinced that most of us never learned how to ask good questions. Nathalie Starke is a learning, training and business psychologist, a systemic coach and teaching coach, and the founder of The Question Lab. She teaches at universities in Austria and Germany, researches the science of questioning as a Research Fellow, and took the TEDx stage in Graz in 2025. Today she shows us why the quality of our questions shapes how we think, lead and work together. Please welcome Nathalie Starke."

Quotes – free to use

Please credit "Nathalie Starke, founder of The Question Lab"

"We train presenting, negotiating and giving feedback. Yet hardly anyone has ever learned to ask a good question."

"In a world where AI delivers every answer, the question becomes the core human skill."

"Good leaders don't give answers. They ask questions."

"We ask 'How are you?' and, most of the time, hope for a 'fine'. A good question risks a real answer."

"My favourite question: What function does this behaviour serve?"

"I don't just know which questions work. I know why they work."

Press photos

Download: [link to photo package]

Free for editorial use in connection with Nathalie Starke and The Question Lab. Photo credit: © Annalena Duschl.



Portrait · portrait format
Interviews, programmes, author bylines



Full length · portrait format
Magazine openers, posters, event banners



In action · portrait format
Keynote announcements, event reports



In a workshop · portrait format
HR trade media, reports on formats

FILES

- **Print:** JPG, 3000 px+ long edge, 300 dpi
- **Web:** JPG, approx. 1500 px long edge
- **Photo credit:** © Annalena Duschl

Logo & brand

Download: [link to logo package]



Primary logo, colour
light backgrounds · SVG, PNG, PDF



Primary logo, reversed
dark backgrounds, photos · SVG, PNG



Single colour, black
print, b/w media · SVG, PDF



Logo mark
Social, Favicon · SVG, PNG

COLOURS

Purple
#260C43
RGB 38 12 67

Orange
#D8562B
RGB 216 86 43

Light yellow
#F3F4B8
RGB 243 244 184

SPELLING

The Question Lab – always with "The". Not "Questions Lab", not "Question-Lab". On first mention: "The Question Lab by Nathalie Starke".

Got a question?

Contact

Nathalie Starke answers press and event enquiries personally, usually within two working days.

CONTACT	**Nathalie Starke**, founder, The Question Lab
EMAIL	info@thequestionlab.com
WEBSITE	nathaliestarke.com
LINKEDIN	linkedin.com/in/nathaliestarke
TEDX TALK	"The Art of Asking", TEDxGraz 2025 · [link]
RESEARCH	Q-Lab, NYU GovLab · questionslab.org
ADDRESS	The Question Lab, Klammstraße 9c, 6020 Innsbruck, Austria

thequestionlab