‘What and What for’

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| What? What sort of data should we collect during Discovery? What is our focus? What do we want to find out about our group or organization? | What for?  Why is this information important? What will we do with this information? What are our objectives with this data? Try finishing the statement: “By the end of the Discovery Phase, we will…” | What should we ask? What do we need to ask to gather the stories we need? What actions do we need to take to help us achieve our goals? |
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