



Questioning Assumptions

The views of organisational members regarding how certain activities should be conducted can often stifle innovation as they prevent them from 'thinking outside the box'. It is for this reason that the questioning assumptions technique was developed. This approach supports the systematic examination of accepted beliefs in order to identify beneficial changes. It can be conducted individually or in the context of a group.

Using the 'Questioning Assumptions' Technique

Step 1: The focal challenge is framed and clearly defined.

Step 2: 20-30 assumptions that are held regarding the focal challenge are explicitly defined. These assumptions are grouped into categories, for instance, relating to distribution, materials, or price.

Step 3: Each assumption is then questioned to determine its accuracy and legitimacy. Ideas that arise during this step are recorded.

