

WHAT AM I? AN EXERCISE IN INQUIRY AND HYPOTHESIS TESTING

A component of the series: “The Psychology of Sales”

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Learning objectives:

1. Participants will soon discover that the questions they ask determine the quality of information they obtain, and their efficiency of solving information problems and puzzles.
2. While asking questions and conducting inquiries, participants will learn the value of observation, especially of paralingual (pauses and non-verbal utterances) and nonverbal (body-language) communication.
3. Participants will also notice the value of observing and scanning the entire social milieu while involved in conversation.
4. They will find the value of eliciting the answer “No.” or the value of soliciting objections in a sales process.
5. They will develop an acute understanding of how they think in both inductive and deductive reasoning.
6. They will be amazed at how they delude and mislead their thinking with their own filters, limiting assumptions, biases, and problem solving strategies.
7. They will have a good time and laugh a lot while being challenged and frustrated with their task.
8. A great mixer for new groups to get to know each other.

Materials:

1. Stick-on name tags or highly adhesive labels about 1” by 4.”
2. Felt marker or pen.

Time allotment:

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| 1. Introduction and orientation | 10 min. |
| 2. Phase One: easy labels of physical objects or people names | 20 min. |
| 3. Discussion, feedback, and didactic outline | 20 min. |
| 4. Phase Two: difficult labels or abstract concepts | 20 min. |
| 5. Feedback, discussion, and conclusion | 20 min. |

Description:

The facilitator writes one, two, or three word labels on each label to name a person or an object (Level 1) such as George W. Bush, a refrigerator, a flock of geese, a minivan, Toronto, or a simple concept related to course content, such as sales, inventory, prospecting, etc. After writing these labels, the facilitator puts one label on the back of each participant. The participant does not know what the label says. The task is to mill around the room asking questions that can only be answered “yes,” “no,” or “unable to determine, don’t know.” Eventually, the participant finds out what he or she is. At that point they could ask for a new label to keep the game going. There is no limit to the number of questions you can ask one or several people.

Level 2 of the task can include both real people or objects, but also more difficult abstract concepts. Examples of very difficult items are apathy, intellect, everything, God, and my all time favorite, “bullshit.”

This exercise is hilarious, interesting, frustrating, and highly informative.