

CULI method

Clarify - Understand - Listen - Investigate

Give the person you ask at least 5 seconds to think after a question. Pauses are a conversation's best friend. The person asked thinks during the pauses.

Use the 1-2-3-4-5 method. After each question you count to 5 in 5 seconds, before you speak again.

The order of the questions are irrelevant. CULI is merely to a memory device. Ask the questions as it falls naturally

Clarify questions:

- Would you elaborate ...?!
- ...which means?
- What are the consequences?

Understand questions:

- Why?
- What is the reason?
- Will you help me understand the reason?
- I still need fully to understand ...!?
- What do you mean by ...?

Listen questions:

The interviewee says *"I want to understand it better!"*

- **Repeat** exactly what was said, in a questioning tone of voice! *"You want to understand it better, right?!"*
- **Rephrase** what was said, in a questioning tone of voice! *"You are seeking a greater understanding, correct?!"*
- **Reflect** on what was said, in a concluding tone of voice! *"You want more knowledge and insight, is that a way to say it?!"*

Investigate questions:

- What can also be the reason?
- What can it also mean?
- How would others describe it?

