



Better Question activity

At EY, we believe in asking Better Question. Better Question are at the heart of what we provide, helping clients operate more efficiently, manage risk, foster growth and inspire confidence. Some of the world's most lasting legacies have been created by people who looked around them and asked some variant of a simple question: "Can this work better?"

For this activity, you must come prepared to the Recruitment Day with a **Better Question** that you will present to your interviewer.

What is a **Better Question**?

- It stops and makes you think.
- It makes you want to get involved.
- It starts an exchange of information.
- It starts a brainstorm.
- It changes how you think about an issue and unlocks new approaches.
- It leads to better working.

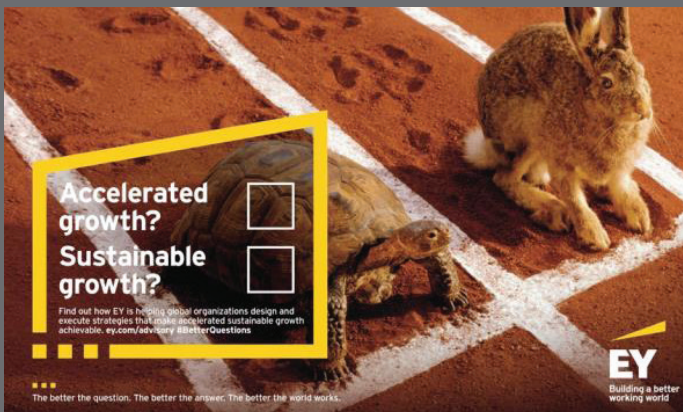
How to write a **Better Question**

- 1** Decide on a topic: The choice is completely up to you. It can be about business, robots, sports, fashion, environment, or any other topic that you select.
- 2** Decide on the style of the question: It could be to create tension, get the audience thinking about the future, a case study, or it could take on a more tailored approach.

Tension

Asking an open-ended question, in which the correct path is not immediately obvious

Example



Case study

Introduces a specific or unexpected solution to solve a challenge

Example



Futuristic

Explores how advancements in one industry may disrupt another

Example



Tailored

Open question built around a specific topic or audience

Example



3

Keep the following tips in mind when creating your **Better Question**:

Do

- ▶ Be clear and straightforward
- ▶ Be sharp and confident
- ▶ Be disruptive and bold
- ▶ Demonstrate professionalism
- ▶ Stay commercially focused
- ▶ Provoke thought and consideration
- ▶ Keep it short and memorable

Don't

- ▶ Use technical jargon
- ▶ Direct toward an obvious answer or outcome
- ▶ Cause offense or be inappropriate
- ▶ Be philosophical or random
- ▶ Be overly complicated or long

Other information

- ▶ You must explain what motivated you to ask your specific **Better Question**.
- ▶ You do not necessarily have to answer the better question. You can choose to explain how you would approach it, or the factors that would go into the answer.
- ▶ The presentation must be five minutes long.
- ▶ To learn more, please visit: betterworkingworld.ey.com.

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