

## 7 Tips for Successful Elicitation

### Abstract

Many stakeholders think once they've provided the vision of their solution, the project team should go away and give them what they've asked for. Yet they are often unhappy with the final product. During this presentation we address this common pitfall. Using scenarios and real-life examples, we provide tips and techniques for asking the right questions to successfully elicit information and uncover the real needs from our stakeholders.

This presentation focuses on the importance of:

- Defining the business need
- Asking both explicit and implicit questions
- Asking context questions
- Using a variety of elicitation techniques for exploration
- Traceability
- Building trust for successful elicitation results

### Objectives

At the end of this presentation attendees will be able to discuss:

- Three common pitfalls that prevent us from successful elicitation outcomes
- How to ask hidden questions
- Seven tips and techniques for successful elicitation

### Praise for this presentation

"Brilliant presentation that highlights one of the biggest concealed traps in our craft, from my point of view."

"I'm so happy to hear your confirmation of how asking the right, focused questions and then tracing them, leads to a better requirements outcome and ultimately a better end product."

"Very well structured presentation with applicable methodology. It does lift out the need for practice and focus to ground the skills."

Please see next page for more comments on this webinar.

### Speaker Bio:

#### Elizabeth Larson, Consultant, PMP, CBAP, CSM



Elizabeth Larson is a consultant and advisor for Watermark Learning/Educate 360. She has over 30 years of experience in project management and business analysis. Elizabeth's speaking history includes repeat keynotes and presentations for national and international conferences on five continents.

Elizabeth has co-authored five books and chapters published in four additional books, as well as articles that appear regularly in BA Times and Project Times. Elizabeth was a lead author/expert reviewer on all editions of the BABOK® Guide, as well as the several of the PMI standards.

Elizabeth enjoys traveling, hiking, reading, theater, and spending time with her 6 grandsons and her 1 granddaughter.

## Praise for this presentation – just a few comments

“Thank you, Elizabeth! Your presentation was thought provoking and provided some useful insights as to what can happen when we do not take time to uncover the underlying expectations of the client. The tools of modeling the requirements, exploring with the stakeholder (asking a lot of questions and listening and repeating that process over and over), using elicitation techniques (creative & analytical), tracing requirements (avoiding scope creep, keeping with the contract requirements and PCRs), and becoming a 'Trusted Advisor' in the eyes of the client...these are all excellent guidelines for us to use as we work towards a successful outcome in our engagements. Sets the stage for a Win-Win situation for sure. Thank you”!

“Provided a great explanation on the importance of fully understanding the current business situation and its problems before solutions are sought and recommended. Thank you for an informative and educational presentation.”

“This webinar has fundamentally changed how I see my role as a project manager, for the better. Influential education -- thank you!”

“enjoyed the REALITY check of deriving good requirements from stakeholders.”

“I truly appreciate Mrs. Larson’s presentation with examples to see the big picture. Thank you.”

“Extremely useful & relevant webinar.”

“Thank you Elizabeth. Very relatable material.”

“Great presentation. Good reminder to deal with stakeholders (although sometimes it could be hard).”

“Super. Great insight...”

“Thank you for the informative presentation. This webinar will help you think about how to effectively deal with sponsors and stakeholders as you progress through the project.”