

ORID: The Art of Focused Conversation

O	OBJECTIVE	Facts, external reality	e.g. What did the speaker say or do?
R	REFLECTIVE	Internal personal reaction	e.g. Gut reaction : Where have you heard or seen something like this before?
I	INTERPRETIVE	Insights, patterns of meaning, implications	e.g. So what? : Why do you think it was said or why do you think it happened?
D	DECISIONAL	Resolve, next steps, actions	e.g. Now what? : How might this learning or insight be used?

O	OBJECTIVE	1. What words or phrases do you remember from the presentation? 2. What were some key ideas or images in the presentation?
R	REFLECTIVE	3. Where were you surprised? 4. What was a high point of the presentation for you?
I	INTERPRETIVE	5. What was the talk saying? What was it about? 6. What issues does this dialogue bring up for you? 7. What are some deeper questions we could ask the presenter, or explore ourselves?
D	DECISIONAL	8. What can we do about these issues? What actions can we take? 9. What would be our first step?

THE OBJECTIVE LEVEL IN A NUTSHELL

Focus of the questions	Data, the "facts" about the topic, external reality
What it does for the group	Ensures that everyone deals with the same body of data and all the aspects
Questions are in relation to	The senses: what is seen and heard and touched etc.
Key questions	What objects do you see? What words or phrases stand out? What happened?
Traps and pitfalls	Asking closed questions, or questions not specific enough; no clear focus; ignoring objective questions because "they are too trivial"
If this level is omitted	There will be no shared image of what the group is discussing; the various comments will seem unrelated

THE REFLECTIVE LEVEL IN A NUTSHELL

Focus of the questions	Internal relationship to the data
What it does for the group	Reveals its initial responses
Questions are in relation to	Feelings, moods, emotional tones, memories or associations
Key questions	What does it remind you of? How does it make you feel? Where were you surprised? Where delighted? Where did you struggle?
Traps and pitfalls	Limiting the discussion to an either/or survey of likes and dislikes
If this level is omitted	The world of intuition, emotion and imagination is ignored

THE INTERPRETIVE LEVEL IN A NUTSHELL

Focus of the questions	The life meaning of the topic
What it does for the group	Draws out the significance from the data for the group
Questions are in relation to	Layers of meaning, purpose, significance, implications, "story" and values; considering alternatives, options
Key questions	What is happening here? What is this all about? What does all this mean for us? How will this affect our work? What are we learning from this? What is the insight?
Traps and pitfalls	Abusing the data by inserting pre-cooked meaning; intellectualizing, abstracting; judging responses as right or wrong
If this level is omitted	Group gets no chance to make sense of the first two levels; no higher-order thinking goes into decision-making

THE DECISIONAL LEVEL IN A NUTSHELL

Focus of the questions	Resolution, implications, new directions
What it does for the group	Makes the conversation relevant for the future
Questions are in relation to	Consensus, implementation, action
Key questions	What is our response? What decision is called for? What are the next steps?
Traps and pitfalls	Forcing a decision when group is not ready or avoiding pushing group for decision
If this level is omitted	The responses from the first three levels are not applied or tested in real life