

The Debate Maker: Checklist for LEADING a Great Debate

Practice	Behavior	Check Box
1. Frame the Issue	Define a Question. Define a question that is compelling and important to everyone in attendance.	
	Frame the Question. Explain in simple, direct language why this decision is important.	
	Explain the Process. Explain how long the debate will take and who will make the final decision (e.g., Will you make the final decision? Will it be a vote?).	
	Focus on the Data. Allow time for people to gather the data they would need to answer the question.	
2. Spark the Debate	Ask for an Opening Position. Ask someone for their position, the main reason for that position and the evidence to back it up.	
	Immediately Ask for Counter Evidence. Immediately ask for counter evidence and go back and forth between the different points of view (rather than going around in a circle and having each person state their position).	
	Switch Positions and Perspectives. Ask people to switch positions and argue against their original position.	
	Switch Roles. Ask people to examine the question from a different functional role (CFO, Head of Marketing, Head of HR, Head of Sales).	
3. Drive a Sound Decision	Close the Debate. Bring the debate to a close by re-clarifying the decision-making process (e.g., "As I said at the beginning, we have spent 15 minutes discussing this question, and now we will vote on it.")	
	Make the Decision. Make the decision following the process you agreed to.	
	Review the Rationale. Recap the decision and the rationale for making it.	