

FAQ Question Identification Guide

A guide to answering your toughest inquiries, the FAQ is a collection of the questions your stakeholders will inevitably ask, coupled with the strategic language to answer them. Vetted and approved internally, these answers not only provide information to your stakeholders, they uniquely frame the challenges as solutions - encouraging collaboration and trust.

To identify the questions, follow these 4 easy steps, using the 3-6-Apply guide below.

1. **Gather** - Take notes on aspects like the challenge, industry, finances, etc.
2. **Formulate** - Organize these notes into statements and then into questions.
3. **Categorize** - Sort the questions according to what is most relevant to you (table below).
4. **Collaborate** - Circulate the list of questions internally to capture missed questions.

For more information on the FAQ, check out our blog post, [How to Answer the Tough Questions Before They Are Asked of You](#)

3-6-Apply

List at least **3 questions** in each of the **6 categories**. Feel free to customize the categories according to your needs and use the sample questions for inspiration. Once these questions are identified and answered, **APPLY** the FAQ to your strategy.

Product

Share pertinent information about your product/service

Topics	Questions
Technology integration	<i>How will your technology help physicians save more time?</i>
Industry circumstances	
Target audience	

User Experience

Consider the user perspective and what he/she may be interested in

Topics	Questions
User interaction	<i>Why will patients prefer this product?</i>

Customization	
Proper implementation	

Go-To-Market Strategy

Enlighten investors about your plan to generate revenue

Topics	Questions
Market entry	<i>Which potential markets will your technology impact?</i>
Timelines	
Partnerships	

Results / Validation

To start building trust with your stakeholders, share the clinical results and other references which validate your product/service

Topics	Questions
Clinical trials	<i>What health risks are associated with this technology?</i>
Publications	
FDA	

Financing

Lean into the financial health of your organization

Topics	Questions
Investment series	<i>I see that you closed your series A last May. What did those funds help you accomplish and what makes you ready to launch your next raise so soon?</i>
Financial projections	

ROI	
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Team

Take the reader through the process of your company's development - from the birth of the idea to the company it is today

Topics	Questions
Company story	<i>What catalyzed the creation of this company?</i>
Leadership team	
Advisory board	

After you've identified the questions, craft your answers using *3 guiding principles*:

- **Branded Language** - The language used must reflect company wide messaging
- **Trifecta** - Adhere to the Trifecta philosophy of Honesty, Integrity and Discretion
- **Consensus** - Circulate these answers amongst leadership to confirm internal alignment

For more on how to answer the questions, [click here](#).

Apply

Apply the completed FAQ to serve as a **strategic reference guide** when crafting messaging and **supportive internal tool**, equipping your team with success driven language.

Doing this will help you:

- Prepare for a board meeting
- Build a robust onboarding process for new employees
- Design stakeholder specific language
- Facilitate transparent communication with investors
- Create relevant marketing/business development collateral

Need some help? Reach out at Jessica@jessicaovadia.com