

**Questions are everywhere.**

**So too is praise for  
Great Question and Larry Robertson**

*“Few books center on questions rather than answers, but this one does so with a rare clarity that can change your life.”*

**Teri Evans**

Former editor, *Inc. Magazine*, *entrepreneur.com*, Gartner

*“The quality of our lives depends on how well we understand ourselves, other people, and the world. Larry Robertson’s fascinating deep dive into the art of asking questions provides readers with insights and skills that will increase their understanding and boost their ability to meet challenges in every area of their lives.”*

**Mark Leary**

Professor Emeritus of Psychology and Neuroscience, Duke University  
Pioneering scientist in Belonging and Intellectual Humility

*“Great Question is more than a guide to the art of asking; it’s a powerful reminder that to question is to be human. Larry Robertson shows how the right question isn’t a tool, but a bridge to connection and deeper self-awareness. This book is an essential guide. With it, you will never look at questions the same way.”*

**Virginie Helias**

Chief Sustainability Officer, Procter & Gamble

*“This is the most original book I’ve read in years, if not ever, befitting the original mind of Larry Robertson. It’s a masterpiece of forensics cutting through layers of fuzzy thinking to reveal secrets of mind, philosophy, education, progress, and self-discovery. My own work has seen the benefit of looking at things in different ways, but after reading this I realize I need to raise my game and now have the tools to do it. Great Question left me with one great question: Why didn’t I think of that?”*

**Billy Shore**

Cofounder, Share Our Strength; author, *The Cathedral Within* and *Revolution of the Heart*

*“One of the greatest things questions do is to bring fresh perspective. We don’t always think about that. Larry Robertson’s newest book builds on this insight, then takes it deeper. He doesn’t just tell, he shows. The real-life stories of compelling thinkers he shares do more than entertain. They motivate, guide, and help us begin the practice of asking. Great Question is a guide worthy of your time.”*

**Matt Halprin**

VP and Global Head of Trust and Safety, YouTube

*“Great Question is an intensely practical guide. Its wonderful storytelling, illumination of profound ideas, and its toolkit of ideas and applications all ensure an enhanced return on our inquiry. Robertson’s distillation and recognition that asking great questions is a skill to be rediscovered is a marvelous reminder of the inherent power and wisdom of our underlying human nature.”*

**Lynne Lawrence**

Executive Director, Association Montessori Internationale

*“This book is a revelation about the quiet power of questions. Through vivid stories and insights from experts across many fields, it shows how asking better questions can transform connection and problem-solving. I started confident I knew the territory—and ended up humbled by how much more there is to learn.”*

**Bill Doherty**

Cofounder, Braver Angels; Professor Emeritus, University of Minnesota

*“In Great Question, Larry Robertson brilliantly and passionately articulates the ONE skill we can all practice to elevate our abilities: asking better questions. The book is full of rich insights from experts and provides a simple framework to embrace uncertainty with confidence. What is most exciting about this book is it provides a practical guide to growing a stronger, longer-lasting brain. It’s a must read.”*

**Sandra Bond Chapman**

Founder and Chief Director, Center for BrainHealth; author, *Make Your Brain Smarter*

*“Great Question is a long overdue look at the powerful capacity to question within each of us and the key to our ability to thrive far into the future. What most of us leave as unfinished ideas and thoughts about questions, Robertson gives the quality of action, a rare gift.”*

**Dean Carignan**

AI Innovation Lead, Microsoft Corporation

*“In a world that demands instant answers, Larry Robertson reminds us that the art of the ask is actually a survival skill. By combining a surgical approach to logic with a deeply soulful*

*understanding of human uncertainty, he provides a roadmap for anyone looking to navigate the ambiguities of modern life. It is a masterpiece of practical wisdom that will leave you seeing every situation through a clearer, more insightful lens."*

**John Hunter**

Award-winning educator; creator of the World Peace Game

*"Great questioning goes to motivation, to meaning, to what matters. It's what makes you, you and us, us. You couldn't have a better guide than Larry Robertson to help you get to the heart of this force in every one of us. It's like talking to Obi Wan Kenobi, Confucius, and King Solomon all rolled into one."*

**Jacki Lyden**

Bestselling author; former host and correspondent, NPR

*"Without a doubt, questions matter. With his utterly captivating and wonderfully accessible new book, Larry Robertson has given us a gift: the chance to understand and better use an ability all of us have but most underutilize. I highly recommend this guide to anyone with a pulse hoping to have an impact in the world."*

**Keith W. Light**

Director, International Admissions, Yale University

*"Great Question is a long-overdue, fascinating, and powerful guide to how questions quietly but profoundly shape understanding and action. We need questions. But we also need to understand what truly great questioning is and how it happens. Particularly at a time of deep uncertainty and growing division, this book reminds us that meaningful change, connection, and adaptation begin not with answers, but with better questions."*

**Helen Taylor**

Researcher, University of Cambridge

Originator of the theory of the Evolution of Complementary Cognition

*"We are, in Larry Robertson's elegant phrase, "a deeply question-dependent species." Now comes Great Question, a book built from and for our times. Here are insights that are both wise and wonderful, tips and tricks that reveal and leverage the underappreciated power of asking. It's an exciting and important contribution to the conversation about questions and how we can get at what we really need and want—as individuals and as a society. Bravo!"*

**Lynn Borton**

Creator, Host, *Choose to Be Curious*

*"Today's intellectual environment is polluted by impatience and know-it-all-ism, filter bubbles, and disinformation. In Great Question, author Larry Robertson crafts insightful interviews into*

*exemplars of how meaningful inquiry can realize clarity and nuance. With a parallel 'yield guide' providing a road map for collective comprehension, the result is a cogent read and a valuable resource."*

**Abe Peck**

Director of Business to Business Communication, Medill School, Northwestern University

*"In Great Question, Larry Robertson offers a rare blend of research, story, and practice, showing that the 'art of the ask' is not an abstract idea but a trainable skill. He helps readers move beyond chasing the 'perfect' question and toward a sustainable habit of curiosity, humility, and meaning-making. This is the kind of guide that strengthens learning and leadership, and it belongs on the desk of anyone who wants better conversations and better outcomes."*

**Fumiko Hoeft**

Neuroscientist, Professor of Psychiatry/Math; Dean, University of Connecticut Waterbury

*"Larry Robertson has spent thousands of hours asking questions, listening thoughtfully to the responses, and weaving together the stories that diverse experts shared. When I learn something, I want to learn it from someone like Robertson, who grounds these powerful narratives in deep and measured research. Reading this book is affirming. You will be glad for all the questions you have asked, you will want to ask more, and you will know better which questions lead you forward. Are you in?"*

**Laura McBride**

Bestselling author, *We Are Called to Rise* and *In the Midnight Room*

*"This is my absolute favorite kind of book; it's wise, thoroughly researched, and it helps me see what I've been missing."*

**Leidy Klotz**

Author, *Subtract: The Unstoppable Science of Less* and *In a Good Place*

*"Great Question engages the reader in an in-depth exploration of the power and potential of questions. The book illuminates the elusive art of great questioning in new and instructive ways, making a clear case for the practical and profound value of asking great questions in the reader's own life."*

**Lani Watson**

Author, *Q: The Hidden Power of Questions in a World that Wants Answers*

*"This book helps illustrate why well-posed questions—and a critical questioning of what we take most for granted about the world we share—are as vital and empowering as whatever consensus we think we have on our answers to them. Great Question is a worthy read."*

**John L. Jackson, Jr.**

Provost, University of Pennsylvania

*“Ours is an increasingly puzzling world. And while most of us are scanning the landscape for answers, Larry Robertson is one of the few who has turned the telescope around to focus on finding the great questions. This book is a rich harvest of provocation that is guaranteed to spark your curiosity. A must for the creative seeker inside you. And if you’re suffering certainty, read on.”*

**David Pearl**

Founder, Street Wisdom; author, *Wanderful*

*“Wow! This is more than a book. It shows us how to question the question in ways that bring our humanity back into our lives. Great Question takes us on a journey where we explore all facets of questions—up, down, sideways, in and outside, from science to art, only to reveal we are the question. I love this book. It brought me back to my youth and catapulted me forward to think seriously and jovially about how I question and how I live. Enjoy!”*

**Elliot Washor**

Founder, Big Picture Learning

*“Larry Robertson has focused on one of the most interesting and timely issues for society: awakening and using our curiosity to improve our own and other peoples’ lives. He includes so much great research, and equally important, he shows how to use that research to change the way we use questions and inquiry in our daily lives.”*

**Susan Engel**

Senior Lecturer, Psychology, Williams College; author, *The Hungry Mind*

*“Robertson is a rare thinker who understands that progress—personal and collective—begins not with answers imposed, but with questions courageously owned. This is an essential book for anyone committed to shaping their life, work, and world intentionally, in no small way because Larry Robertson doesn’t just teach how to ask better questions—he shows why doing so is an act of responsibility.”*

**Rajshree Agarwal**

Founding Director, Snider Center for Enterprise and Markets, University of Maryland

*“In a world that is replete with hot takes and scorching criticism, Larry Robertson’s book about the beauty of questions arrives at a perfect time. The author doesn’t treat questions as a simple vehicle to gather information but rather challenges readers to appreciate questions as a powerful tool to express curiosity, uncertainty, and vulnerability. It’s as ground-breaking, thought-provoking, and deeply accessible a book as I’ve read in some time—and about a topic critical to all times.”*

**Todd Edwards**  
Professor and Program Chair, School of Leadership and Educational Sciences,  
University of San Diego

*“The insights contained in Great Question illuminate what matters most in our daily lives and helps us navigate complexity courageously and purposefully. One question at a time. Great Question is a timely must-read for leaders, learners, seekers, and anyone looking for steadiness amid rapid change.”*

**Diane Kresh**  
Director, Arlington Public Library, former director, Library of Congress

*“This is a book you sit with, return to, and carry into conversations that matter. In reminding us how to ask with purpose and care, Robertson offers something rare—a guide that helps us better understand not only the world around us, but ourselves and one another.”*

**Maja Zelihic**  
Forbes contributor, Professor Emerita, Forbes School of Business & Technology

*“This is a thoughtful, timely book for anyone who believes that not knowing is often the beginning of something truly important. It belongs on the desk of every leader, innovator, and strategist trying to escape the gravitational pull of the status quo.”*

**Greg Galle**  
Founder and CEO, Solve Next; coauthor, *Think Wrong*

*“Don’t simply buy this book; dive into it deeply. You’re sure to find it a thought-provoking read, one that will challenge the way you approach learning, communication, and more. It will powerfully remind you that it’s not the answer that’s so vital to our ability to thrive; it’s the questions we ask.”*

**Irene Alvarado Van der Laat**  
International Consultant of Circular Economy; founding faculty, EARTH University

*“If you’re ready to stop chasing perfect answers and start living better questions, this book will change the way you create, collaborate, and see the world.”*

**Rebecca Newberger Goldstein**  
Author, *The Mattering Instinct*; winner, National Humanities Medal; MacArthur Fellow