

FIVE AXIOMS FOR WRITING POWERFUL DELPHI STATEMENTS

Create High-Impact Results with
Powerful Statements



1

STATEMENTS OVER QUESTIONS

Unlike surveys or questionnaires, Delphi items are phrased as statements. Experts express how much they agree or disagree with that statement.



2

ONE SCALE TO RULE THEM ALL

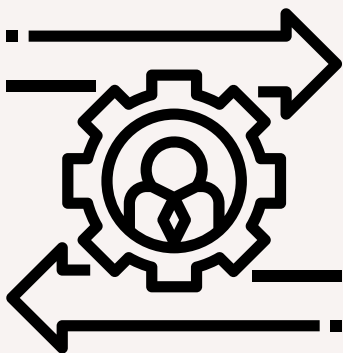
Using the same rating scale for all items greatly simplifies the analysis process. The 7-point scale for agreement is easy to use and has great analysis characteristics.



3

STATEMENTS MUST STAND ON THEIR OWN

Delphi statements will be reordered and some will be removed. Each statement must be independent and interpretable in isolation.



4

ONE STATEMENT FOR ONE FACT

Each statement must address a single idea or fact. Statements that contain more than one idea are a great source of bias.



5

USE THE WHOLE SCALE

Carefully designed statements use the entire rating scale. This means that useful information will be obtained at all values of the scale from maximum to minimum.

Writing powerful Delphi statements is not easy. Follow these five axioms and don't be afraid to ask for professional help