

3 QUESTIONS TO **IGNITE BRILLIANCE**

Harness the collective intelligence.

1. How might we define a “healthy” company culture?
2. How might we define a “great” team?
3. How might we define “great” performance and productivity?

3 **MAGICAL PHRASES**

Create space for possibilities.









THE 3 BEST QUESTIONS FOR YOUR CUSTOMERS

Reduce barriers and get to yes faster.

1. What are they _____?

- Adaptation to change in behavior.
- How will your offering make them more successful in the new way?

2. What are they _____?

- Negative disconnect.
- Prior “lens” influencing current view.
- How are prior experiences influencing current expectations?

3. What are they _____?

- Still have a specific need and/or want;
- What do they still want (from the old way; their old habits; yesterday’s experience) that you can offer them to ease their transition pain?



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The Power of **PROFITABLE** **CONVERSATIONS**

IMAGINE:

feeling in control and energized...

despite the chaos & complexity of attempting to scale your business.

feeling calm, confident and connected...

despite the mental mind suck of feeling like you're not moving fast enough, you're not doing enough and you don't know enough.

*feeling like your biggest, baddest, boldest, self
[you're the Most Valuable Player of the game]...*

despite crazy calls from the referees, the maddening crowds and the "in your face" opponents.

waking up every day and your first thought is,

"I got this! I totally got this!"...

despite the never-ending stressors of your demanding business and hectic personal life.



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Learn how to confidently lead your toughest conversations without saying something you regret, giving your power away or damaging your relationships.

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