

CONVERSATIONS
for delivery

LEVELS OF CHALLENGE

THINK IT

Keep quiet
Talk to others

DISGUISE IT

Leading question
Personal experience (once only)

SOFTEN IT

Justify why, reason, completely understandable

STATE IT

Give opinion, non specific, direct, no follow-up

NOTICE IT, QUESTION IT

Curiosity, feel/own, no judgement

EXPLORE IT

Drill down, not letting off the hook, really?
what's stopping you, where growth comes from