

AUDIENCE-FOCUSED CONVERSATIONS

PLANNING TOOL

What is the purpose of the meeting? How can you best serve and provide value?

1 DEMONSTRATE GRATITUDE

[G]

Tell them something you are thankful or grateful for, based on their performance or how you perceive their actions.

Examples:

- I enjoyed...
- I found... helpful
- I am grateful to be able to ...
- The way you approached that was... and I was grateful to see you in action
- It means a lot to me that you...
- I am honored to be able to learn from you...
- I am happy to be given an opportunity to...
- I enjoy working with you...
- Thank you for...

2 ASK PERMISSION

[P]

Demonstrate respect and caring by using tools and words to ask for permission to share some feedback.

99% of the time they will give permission and feel good that you cared enough to provide feedback. This also primes them for real listening and creates room for authentic, no BS conversations.

Examples:

- I would like to be able to share some thoughts with you, is that ok?
- Would it be ok if we discussed now?
- I want to help you grow and deliver value to the client. Can we go over a few things?
- Are you open to some feedback, views or discussion?
- I would love your permission to go to a deeper level to build more trust?

Thank the listener for granting you the permission to share, teach, learn, grow together, and demonstrate caring.

ON THE WAY IN

3 SHARE EXPERIENCE

[S]

First, assume positive intent (API) from the listener.

Start by describing the situation, what you observed or experienced, no judgment, just explanation.

Share experiences through stories. Describe when you felt the same way and what you learned and that you want to help.

Ask polite and non-leading probing questions regarding their goals, objectives, needs, thought process, and desired results.

Deliver the message clearly.

4 MEASURE THE RESULT

Ask if the conversation helped. Be prepared for a negative response and having to work harder to gain alignment.

If needed, repeat the same process generally and see where the disconnect is.

Ask questions again but with the benefit of active listening from their prior responses.

Agree to disagree if necessary and employ patience and respect.

5 WERE YOU HEARD?

Confirm that they heard your feedback.

Examples:

- How can I continue to support you?
- How would you summarize what you heard today?
- What are the key takeaways from our conversation?
- What did you hear me say?

