

Start each communication explaining

W H Y

Why me?

Gain trust by establishing  
**CREDIBILITY**  
for either/all of these...

	Me	My role	My team or Company
Fact	2 years	I do this and this...	Leaders in this field for 2 decades
Which means	Seen many changes	I have much knowledge of this area	Seen as experts
Emotion?	Excited for new development	Hope to help and support	Proud of our trusted reputation

Why now?

Why are we having this meeting? What's the backstory?

Meetings and conversations tend to be about...



What has been the...

- I Impact
- C Consequence
- E Effect

... of the problem? What will it be if we don't change?

What will be the...

- I Impact
- C Consequence
- E Effect

... of reaching our positive outcome?

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W H Y

This is a  
writable PDF, type in  
the boxes!

Why me?

Gain trust by establishing

CREDIBILITY

Write a few 'prompt' words for each of these categories

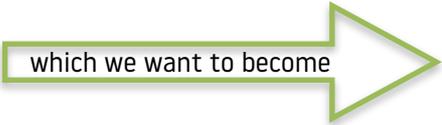
	Me	My role	My team or Company
Fact			
Which means			
Emotion?			

Why now?

Why are we having this meeting? What's the backstory?

Meetings and conversations tend to be about...

A challenge or issue



A positive outcome

Large empty box for writing prompts related to 'A challenge or issue'.

Write some prompts in each column

Don't forget to explore the...

- I Impact
- C Consequence
- E Effect

Large empty box for writing prompts related to 'A positive outcome'.