

Aligning Brilliance



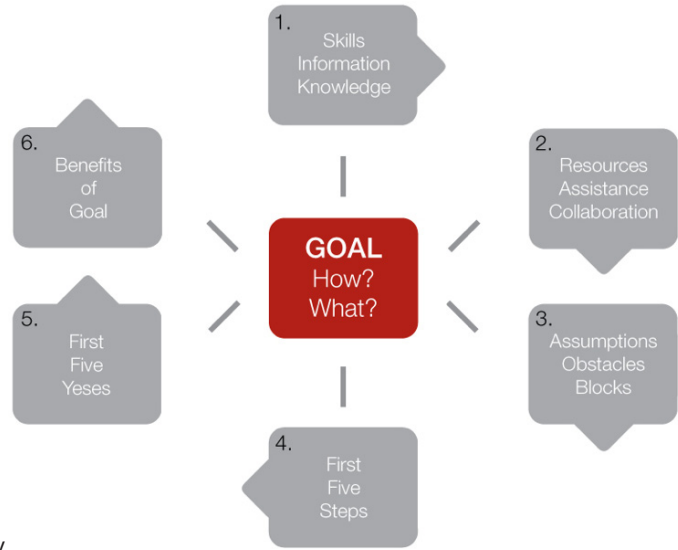
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Questions for Your Company

1. How might we define a “healthy” company culture?
2. How might we judge “great” leadership?
3. How might we define a “great” team?
4. How might we judge an “ideal” client relationship?
5. How might we define “great” performance and productivity?

Roadmap for Goals

1. What skills, information and knowledge do I need to achieve this goal?
2. What resources, help, assistance, and/or collaboration do I need to achieve this goal?
3. What assumptions and obstacles can block my progress of achieving this goal?
4. How and where do I start? What are the first 5 things I think I need to do?
5. What are the first 5 yeses that I need to get? Where and/or with whom?
6. If I actually achieved this goal, what would it get me?



AmyK
 Speaker. Author.
 Think Tank Facilitator.
 Business Strategist.

*Want AmyK to speak or facilitate?
 Excellent!*

Warning: fasten your seatbelt!

3 Questions to Better Serve Customers



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?