

Clarity

1. Have you clearly identified the problem you're trying to solve?
2. What's the real resistance?
3. Do you really understand the problem and solution yourself?

Data vs. Emotion

1. Are you appealing to both logic and emotion?
2. What story are you telling with your data?

Building your team

1. Who are the right people?
2. How are you going to build consensus?

Changing your tactics

1. Are the tactics you are using not getting the results you want?
2. Are you aware of what tactics you're even using?

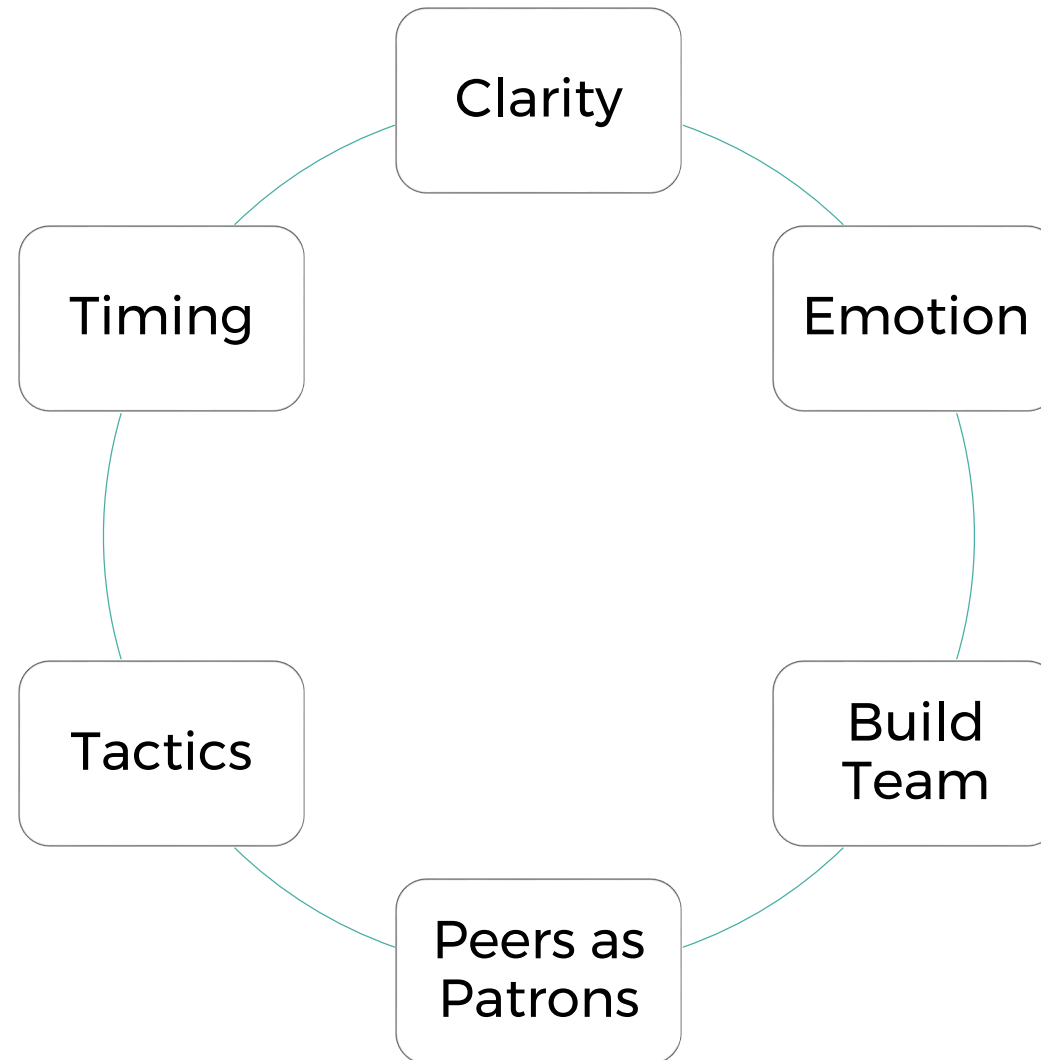
Timing

1. Lay the groundwork now.
2. Give yourself permission to wait for the right time.

Review

1. Clarity
2. Data vs. Emotion
3. Building your team
4. Your peers are your patrons
5. Changing your tactics
6. When the timing is right

Review



Habits of Thinking

1. What's the problem I'm solving?
2. Who should be part of the change team?
3. Am I treating my peers as my patrons?
4. Are my tactics working?
5. Is the timing right?