

# When All Else Fails

KEY ISSUE: CONSISTENT WITH OUR  
VALUES, SUPPORTED BY RESEARCH  
AND EXPERIENCE

Key Point: Well choreographed series of steps  
to achieve a specific outcome – YES!



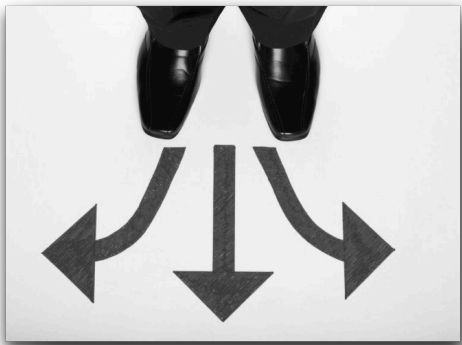
... ALL ELSE ...

THE LINEAR – LOGICAL – SEQUENTIAL PROCESS

- CONSISTENT WITH OUR VALUES
  - Positive “NO”
    - *Getting to YES! ... with yourself*
- SUPPORTED BY BOTH RESEARCH & EXPERIENCE
  - Requisite Variety
    - “... a sufficiently large variety of actions in order to ensure a sufficiently small variety of outcomes ...”
  - The Mind Map
    - “Fixed action responses”
    - ASK – LISTEN – LEARN – LEAD
  - LEARN – MOTIVATION
    - Two-Factor Theory
      - Satisfiers – Dissatisfiers
  - LEARN – COMMUNICATION FORM
    - NLP
      - *Commonality*

- LEARN – COMMUNICATION STYLE
  - D. I. S. C.
    - *“Respect the otherness of others.”*
- Build the “GOLDEN BRIDGE”
  - *Need – Feature – Benefit* Statements
    - *The benefit to ... YOU*
- Getting Past NO
  - *P – A – I – R*

... HAS FAILED ...



KEY ISSUE: ACCEPT IT ... OR ... CHANGE IT  
... OR LEAVE IT ... THE CHOICE IS YOURS

Key Point: The initial “fundamental question” comes back into play ... is my choice consistent with my values?

WHAT ARE THE CONSEQUENCES IF I ...

Accept it ...

Leave it ...

Attempt to ... Change it ...

KEY ISSUE: PEOPLE SUPPORT WHAT  
THEY AUTHOR AND NEVER ARGUE WITH  
THEIR OWN INFORMATION –  
INTERPRETATIONS – CONCLUSIONS



Key Point: These last few client's are perhaps the ones who most need our help in making a decision that is in their best interest. If so, and you are willing to choose the ... change it ... option, what principles apply? What will be consistent with our values and supported by both research and experience?

THE - CHANGE IT - PATH

- Be creative ...
- Guide with a creative series of well thought out questions ...
- The “correct” answer always in their frame of reference ...
- Be prepared with more than a single solution ...