IGNITE BRILLIANCE in your communication

Aligning Brilliance

STRENGTHS
- Regarding your team/department and/or company, or our partnership, what are some of your/our strengths? Individually? Collectively?

WHAT’S WORKING
- What are you/we already doing to support these successes and strengths?
- What’s already happening to support your team’s/company’s, or our future success?

OBJECTIVES
- Regarding your team/department and/or company, or our partnership, what are your/our objectives?
- What do you/we want out of the day, quarter, year?

PAYOFFS
- When we achieve these objectives what will be the benefit/payoff for...
- You? Your team? Your company? Our partnership?

CONCERNS
- What are your/my concerns about...
- Individuals? Group? Historical experiences? Forthcoming needs? Barriers or obstacles?

TWEAKS
- What can we now do more of, better, or in addition to, to achieve our objectives?
- What tweaks can we make to meet & exceed our objectives?

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PERSON
- Who was/did?

EVENT
- What was/did?

ENVIRONMENT
- Where/When was/did?

CHOICE
- Which was/did?

CAUSE
- Why was/did?

PROCESS
- How was/did?

REFLECTION

EVALUATION (Probability)

EVALUATION (Accountability)

PREDICTION

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**Messaging**

- Sensory Associations, Especially Visual
- Outstanding, Unique, or Different Qualities
- Intense Associations
- Analogies
- Necessities for Survival
- Personal Importance

- Repetition
- First and Last in a Session
- Stories

**4 Mind Traits**

1. _______________________
2. _______________________
3. _______________________
4. _______________________

**Road Map for Success**

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?