

IGNITE BRILLIANCE

in your communication

Aligning Brilliance



bbi

	PERSON	EVENT	ENVIRONMENT	CHOICE	CAUSE	PROCESS
REFLECTION	Who was/did?	What was/did?	Where/When was/did?	Which was/did?	Why was/did?	How was/did?
EVALUATION (Probability)	Who would?	What would?	Where/When would?	Which would?	Why would?	How would?
EVALUATION (Accountability)	Who will?	What will?	Where/When will?	Which will?	Why will?	How will?
PREDICTION	Who might?	What might?	Where/When might?	Which might?	Why might?	How might?

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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?

