

Stop Talking About **What You Do** and Start Talking About **What You Deliver**



Context

Priority is a function of context. Stephen R. Covey

Identify the organizational benefits (the results and outcomes) of an effort you are supporting right now.

How people dependent is the benefit?
All-High-Medium-Low-None

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Problems

*People don't buy a quarter-inch drill bit, they buy a quarter-inch hole.
Theodore Levitt (Leo McGinnea)*

For a project you are supporting, identify four specific problems and how you (with CM) can help solve them.

1.	
2.	
3.	
4.	



Language

*If you talk to a man in a language he understands, that goes to his head.
If you talk to him in his language, that goes to his heart. Nelson Mandela*

Words and phrases you are going to **STOP** using in your conversations.

Words and phrases you are going to **START** using in your conversations.

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