

# Open POWerfully

## Problem

What is the problem your group want to address or solve? What are external impacts that your group experience? Then transition to the personal impact on the group and their results.

## Opportunity

What are the benefits of solving the problem? What could be different? How would the group's world be different? What impact and implications would a change have on the participants?

## What

A clear, direct statement or question to target the purpose.

## Using You Statements to Captivate

### The External Problem in Their World

2 "You..." statements to focus on the external aspects of the problem. Be generous, use ripples from them or toward them to show the impact.

You

You

### Transition to Their Inner World

Connect the external problem to the internal uncertainty. Expand the implications into what keeps them awake at night, what they fear or how their reputation is impacted.

You

### The Internal Problem in Their World

What keeps them awake at night? What is their internal concern that causes them stress and saps their confidence?

You

You

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## Problem in Their World (5 You Statements is Best Practice)

Use "You..." statements to focus on their world. Be generous, use ripples from the external aspects of the problem to the internal concerns. Get clear on their pain and show them you get the impact.

You

You

You

You

You

## Opportunity (3 What if...? Chains is Best Practice)

Use "What if...?" questions to create possibility. Connect to the performance improvements and benefits of solving the problem. Expand the implications of solving this problem.

What if...?

What if...?

What if...?

## What (What/How Question or Statement is Best Practice)

Focus on the purpose and ask an open-ended What or How question or statement then a question.