Exactly What to Ask to Build Learning Experiences Students Love

EXACTLY WHAT TO SAY™
CERTIFIED GUIDE

FORUM FOR Excellence

My other business

EXACTLY WHAT TO SAY
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What is a historical situation where you could have benefited from being *more curious*?

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WHAT TO SAY
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EXACTLY WHAT TO SAY
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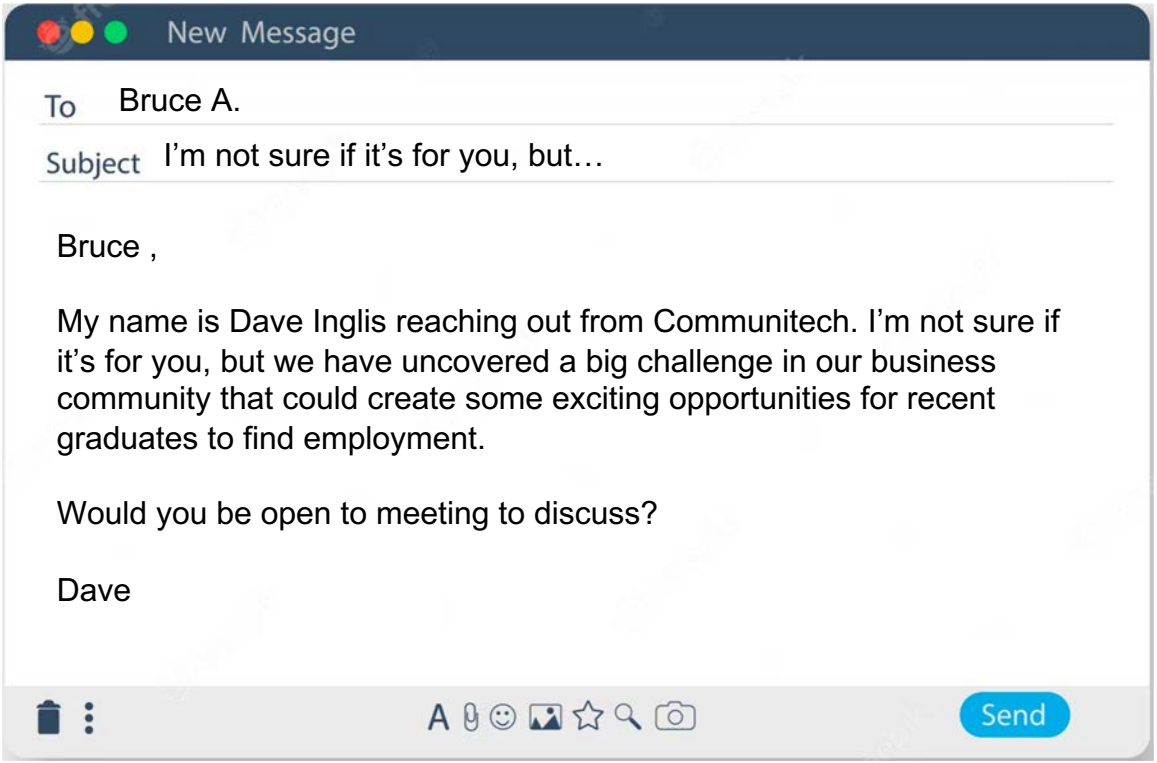
TNO

GIVE CONTEXT
=
UNCERTAINTY

“The worst time to think about what you’re trying to say is when you’re trying to say it”

Who are you speaking to later this week?


New Message
To Bruce A.
Subject I'm not sure if it's for you, but…
Bruce ,
My name is Dave Inglis reaching out from Communitech. I'm not sure if it's for you, but we have uncovered a big challenge in our business community that could create some exciting opportunities for recent graduates to find employment.
Would you be open to meeting to discuss?
Dave
Send

What is the #1 reason why we don’t ask for things we want?

“I’m not sure if it’s for you, but…”

There’s no pressure here

Create intrigue and curiosity

Leverage the power of BUT

People do things for their reasons, not yours.

“Can you help me understand…”

Make your lack of understanding *your fault*

Position yourself as the learner

Create their context

“You have 3 options…”

Option 1: Hard choice with questionable returns

Option 2: Do nothing

Option 3: Make the right choice

“Would it help if…”

A conditional offer of help that creates a new hypothetical reality

Stuck in MAYBE

Be so helpful it’s almost impossible to refuse

The person asking the questions is in control of the conversation

What has been the most valuable learning for you so far?

FINISH

4
5
6
7

DISC DIGITAL INNOVATION SKILLS CERTIFICATE PROGRAM
Welcome!
Agenda
6:00 – 6:30
Meet the DISC team, network and enjoy a bite to eat from Taco Farm
6:30 – 7:30
Learn more about the DISC Program and one of our lead partners, Shopify
~~Q&A to follow both short presentations~~
7:30 – 8:00
Meet with the DISC team, network and check out the Video Booth!

1.) Begin application @
www.discwr.com
2.) Submit your resume
letter.
3.) Optional: create a Sh
a short video that mark
as a great candidate fo
Interviews will be held F
DISC
DIGITAL
INNOVAT
SKILLS
CERTIFIC

“I bet you’re a bit like me…”

Quickly find common ground

Path of least resistance

Make it easy to agree on something

“How certain are you?”

Respectfully challenge conviction

Re-open minds to consider the big picture

Position an alternative point of view

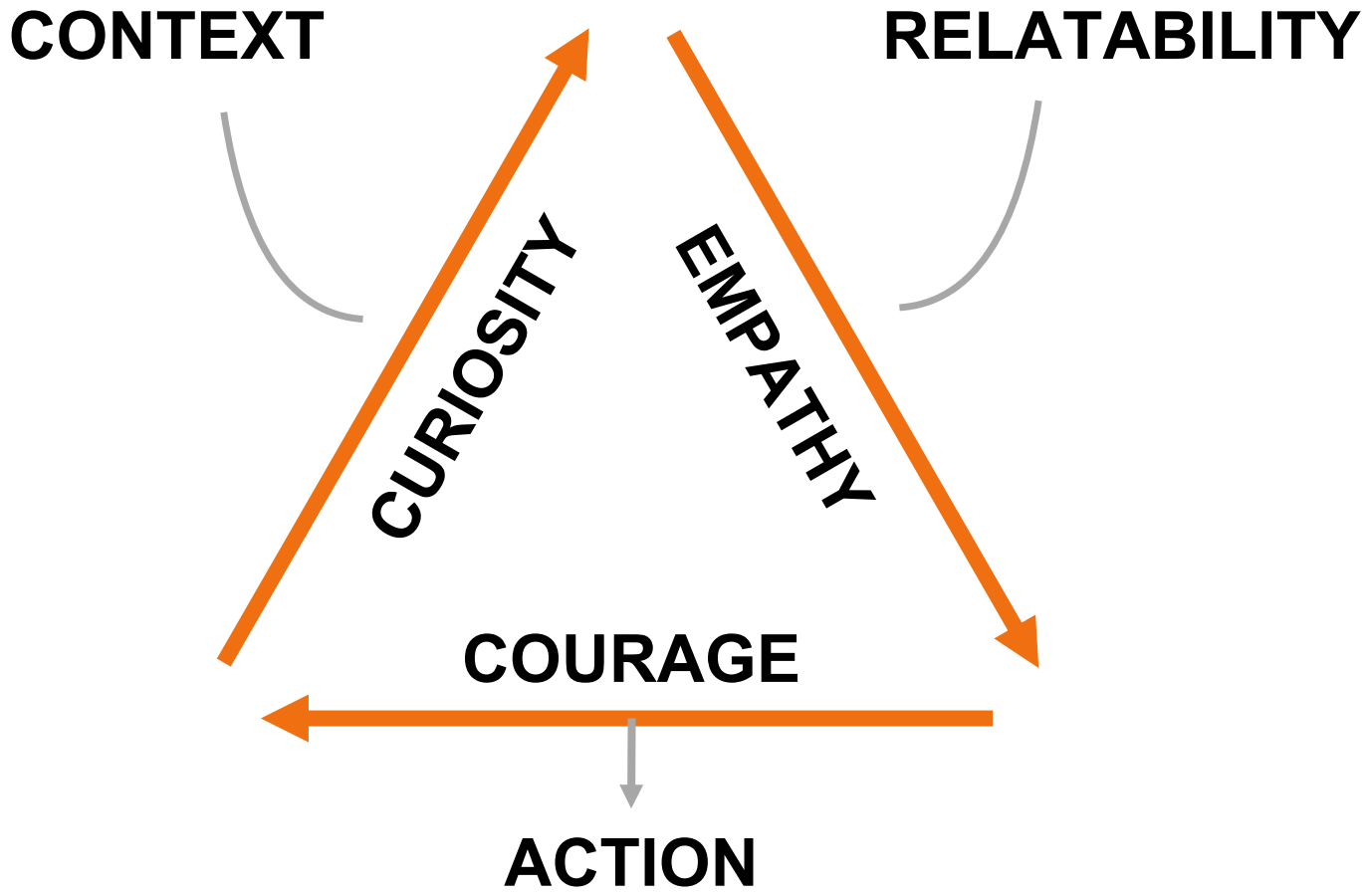
“How would you feel if…”

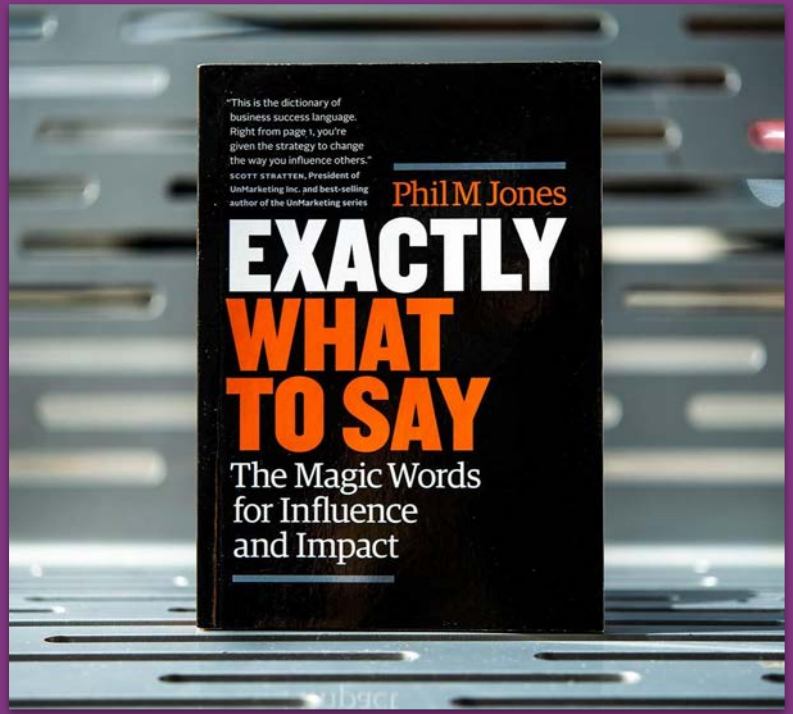
Future conditional thought

Create tension between where someone is, and where they want to be

Create a truth worth changing for

hp


CONTEXT
RELATABILITY
CURIOSITY
EMPATHY
COURAGE
ACTION



Change Your Words.

Change Your World.

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