

YOUR MESSAGE

CONNECT

*Change
relationships*

INSPIRE

*Change
perspectives*

GUIDE

*Change
operations*

PERSUADE

*Change
commitment*

THEIR RESPONSE

Open up, share their own
ideas, welcome others,
discover the best
solution

Heard
Understood
Included
Safe

Support, rally, press on,
take ownership, go the
extra mile

Refreshed
Supported
Encouraged
Purposeful

Follow-up on action
items, integrate new
directives, execute plans

Confident
Empowered
Determined
Successful

Buy in, make informed
business decisions,
purchase your product,
join your team

Enthusiastic
Convinced
In-touch with the
business and the people