

STEP 2 | APPLY

HOW DO WE KNOW WHAT THEY CARE ABOUT?*



*Don't start until you **know** what matters to them!

Face-2-face or virtual, it has to include **CRUCIBLE MOMENTS**

Learning & change only happen when the participant **cares about the subject**

Unless you're seeking to create human encyclopaedias, *application* is everything
TELLING IS NOT LEARNING



ACHIEVING AFFECTIVE SIGNIFICANCE*

- Demonstration coaching
- Simulations (if they create the same feelings)
- Bring in the boss/ a customer/a team member
- Team Coaching
- Discuss feelings not just actions
- Live Action Learning Sets
- Ask the unaskable question

*They have to **feel** it, not just **know** it!