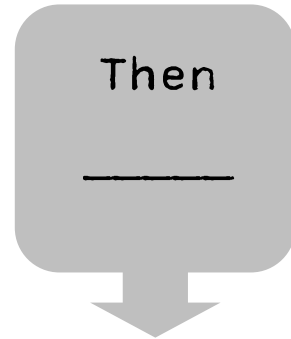
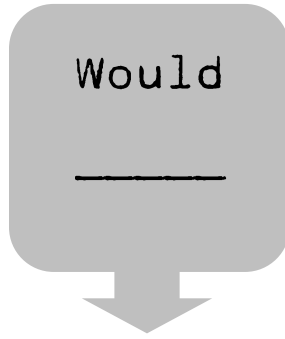
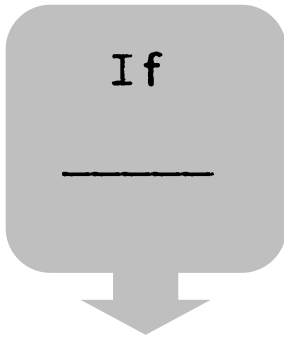


THE MIDDLE BLANK ISSUE



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|--|--|--|
| <p>Do I understand them? [personality, listening style, communication style, etc.]</p> | <p>What part of this can I own?</p> | <p>What is the outcome that would exist if they would _____?</p> |
| <p>Do I know what they are going through? [something below the surface]</p> | <p>What is the bigger issue? What do I ultimately need them to do?</p> | <p>Who does the outcome serve? Me/Them/Us</p> |
| <p>What are their needs and challenges?</p> | <p>Are they aware that this is an issue?</p> | <p>Does the outcome resonate with them?</p> |