

Questions to ask...

Why...

...are you doing what you are?
...are you engaging those that you are?
...would those people be interested?

What...

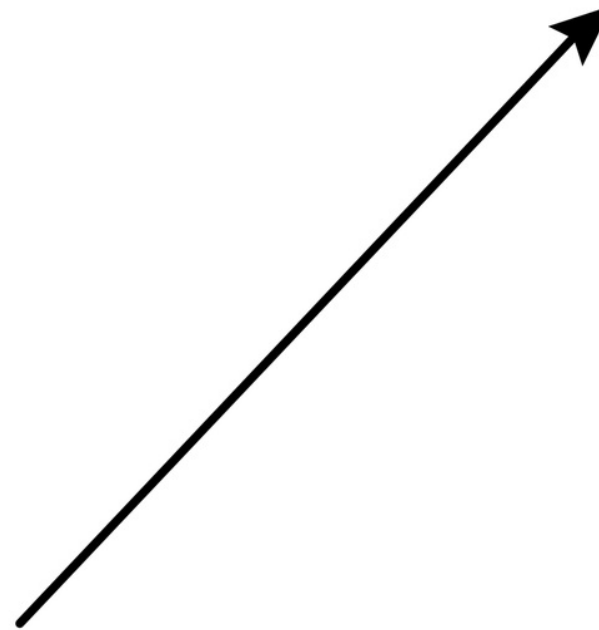
...is the offer?
...are the benefits for each side?
...are the prior relationships?
...would destroy those prior relationships?
...is the 'cost'?

Who...

...is it for?
...is offering 'it'?

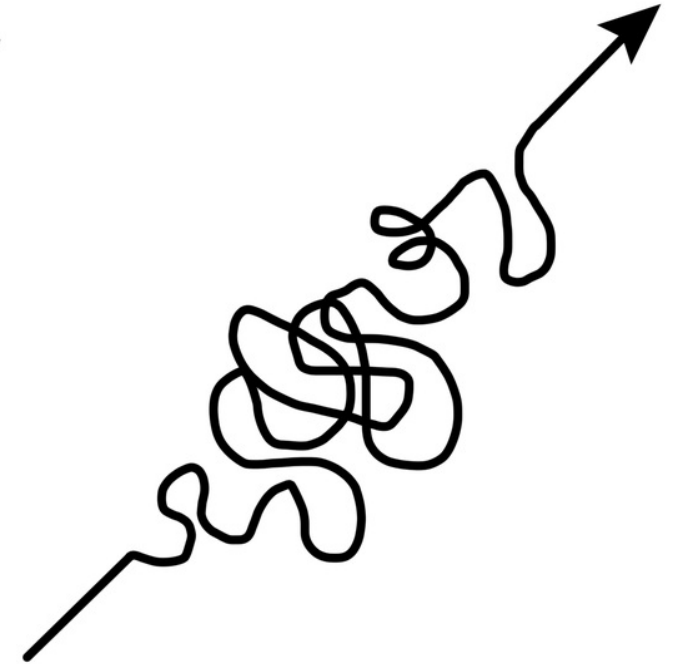
Process over
product

SUCCESS



what people think
it looks like

SUCCESS



what it really
looks like

Safer together

