

MAPPING THE INNER CIRCLE



QUESTIONING GRID

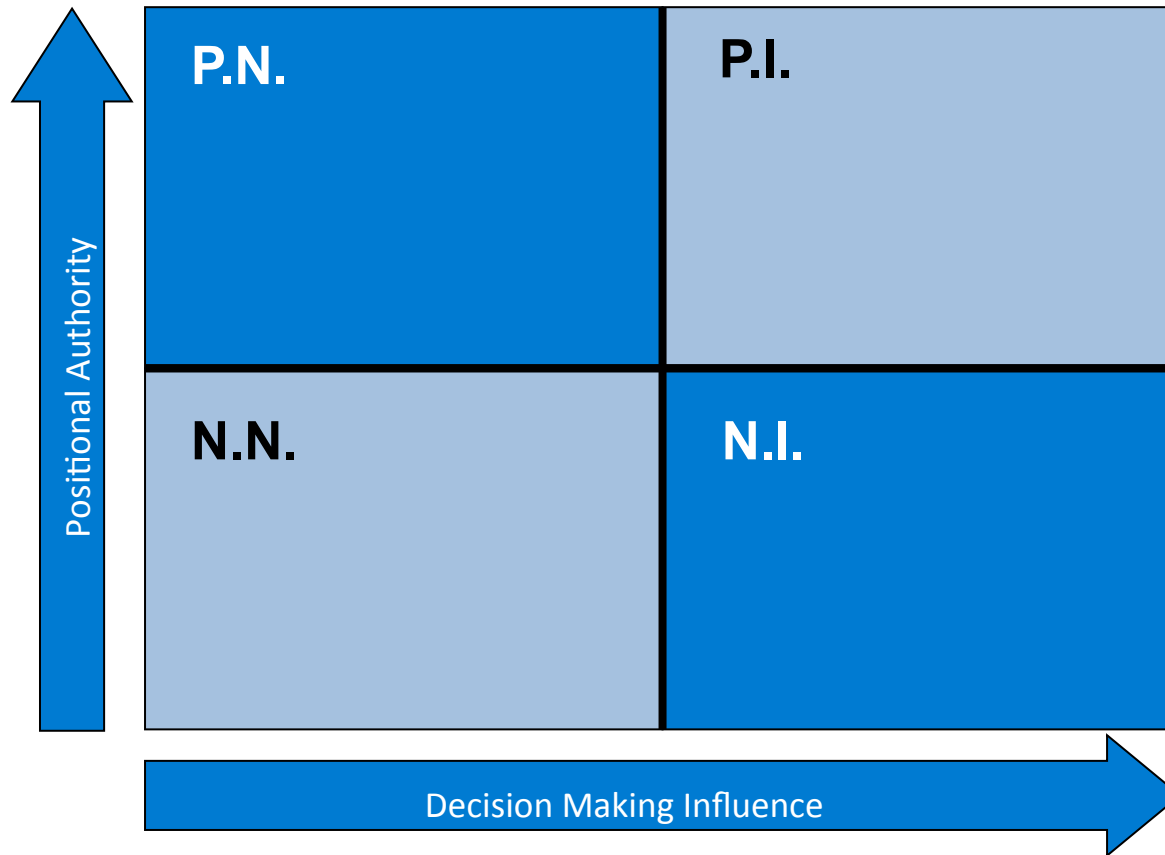
Work the Process	Validate Business Goal	Explore Internal Processes & Resources, Pain	Determine Motivation to Explore
Validation “We noticed you are looking at...” or “Our clients are experiencing ... Are you also...?” or “We noticed you looking into...”			
Explore “How are you progressing with...” or “How do you currently...?”			
Discover Attitude “Would you be interested in exploring...” or “What if you could...?” or “What are your goals... obstacles... concerns...?”			

Engage/Validate Question: _____

Explore Question: _____

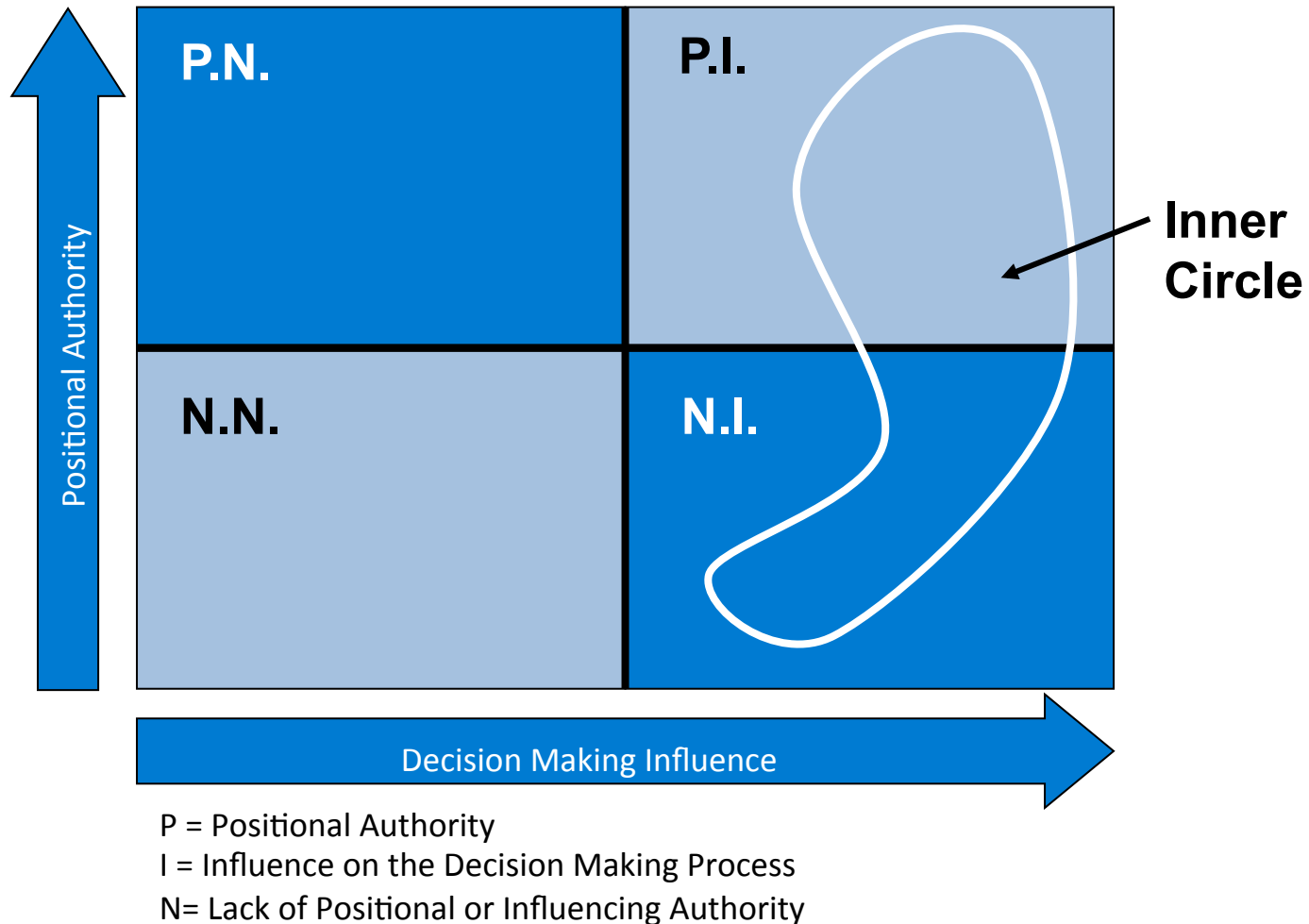
Discover Attitude Question: _____

THE POWER/INFLUENCE GRID

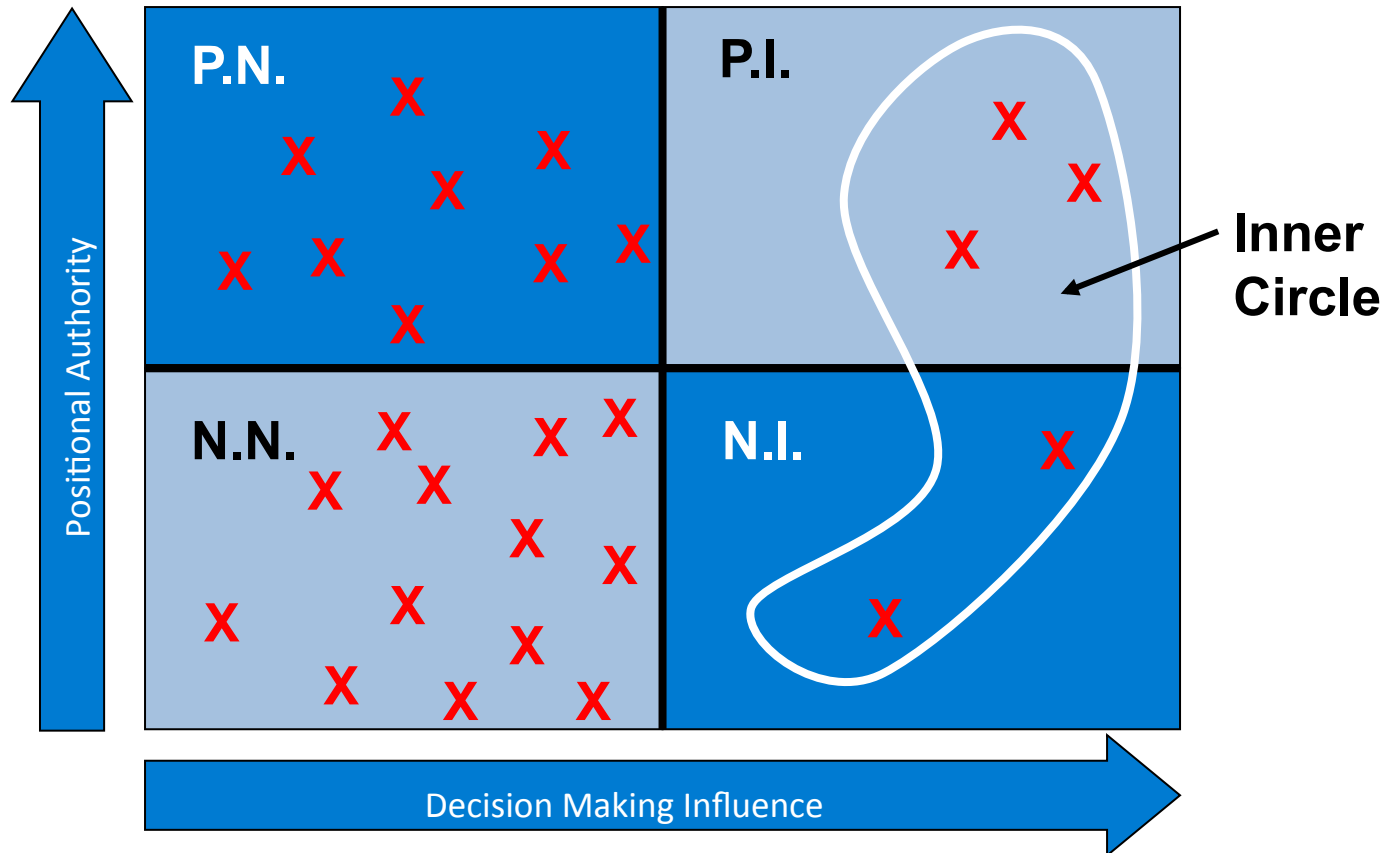


P = Positional Authority
I = Influence on the Decision Making Process
N = Lack of Positional or Influencing Authority

WHERE THE INNER CIRCLE NORMALLY RESIDES



POPULATING THE INNER CIRCLE



P = Positional Authority
I = Influence on the Decision Making Process
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