## Finding the Yes

aka Managing Self-Dialogue aka Conscious Constructive Kindness

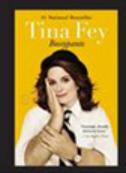
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## Relentlessly, yes

## Fey Tina



## on Improvisation, or life...)

The first rule of improvisation is AGREE.

Always agree and SAY YES...

"Respect what your partner created" and...

at least start from an open-minded place. The second rule of improvisation is not only to say yes, but

YES, AND.

You are supposed to agree

and then

add something of your own.

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The next rule is MAKE STATEMENTS.

This is a positive way of saying **"Don't ask questions** all the time"...

In other words: Whatever the problem,

be part of the solution. THERE ARE

NO MISTAKES,

only opportunities.

## Yes, and...

# Writing a letter one word at a time

## 7-part Story Spine

Once upon a time...

And every day...

Until one day...

And because of this... (repeat, repeat)

Until finally...

And ever since that day...

The moral of this story is...

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#### What you do (Product Feature = Fact)

determines

What the customer gets (Benefit)

#### What you do (Product Feature = Fact)

determines

What the customer gets (Benefit)

which satisfies

"So that they can (what)?" (Need = Yes)

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## Coaching the Yes

## Find the deepest need that resulted in the choice that was made

Coach that Need (the Yes)

## Yes in Liminal Spaces So That You Can (What)?

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All truly great thoughts are conceived by walking. ~ Friedrich Nietzsche