

# Finding the Yes

*aka Managing Self-Dialogue  
aka Conscious Constructive Kindness*

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# WalkingKata: Finding the Yes

Relentlessly, yes

# Tina Fey



# on Improvisation

(or collaboration, 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.**

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.

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Yes, and...

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Writing a letter one  
word at a time

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## 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)

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What you do (Product Feature = Fact)

determines

What the customer gets (Benefit)

which satisfies

*“So that they can (what)?”* (Need = Yes)



## Coaching the Yes

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

Coach that Need (the Yes)

# WalkingKata: Finding the Yes

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

# WalkingKata: Finding the Yes

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*All truly great thoughts are conceived by walking.*

*~ Friedrich Nietzsche*