

The Family Approach

"The family controls the content, you control the process"

Helping schools help themselves



INTRODUCTION PHASE

- Get to know them
- Develop common ground
 - "What would you see"
 - Visual audit
- Help them relax
 - Smile, hospitality
- Set timeline and outline

QUESTION & DIALOGUE PHASE

- Ask questions to find needs
 - Open ended/Closed ended
 - Branching questions
 - Double click
 - Content-less questions
 - "Tell me more"
 - "How so"
- Listen to needs
 - Remove barriers
- Don't "problem solve" yet

CONNECTION PHASE

- Summarize what you heard
 - Playback
- Connect solution to the need
 - Focus on features
 - Focus on benefits
 - Make the connection
 - "You mentioned..."
 - "At our school..."
- Tour the school
 - You're the expert
 - Highlight connections

COMMITMENT PHASE

- Stated next steps
- Who does what, when
- Drive to a decision