

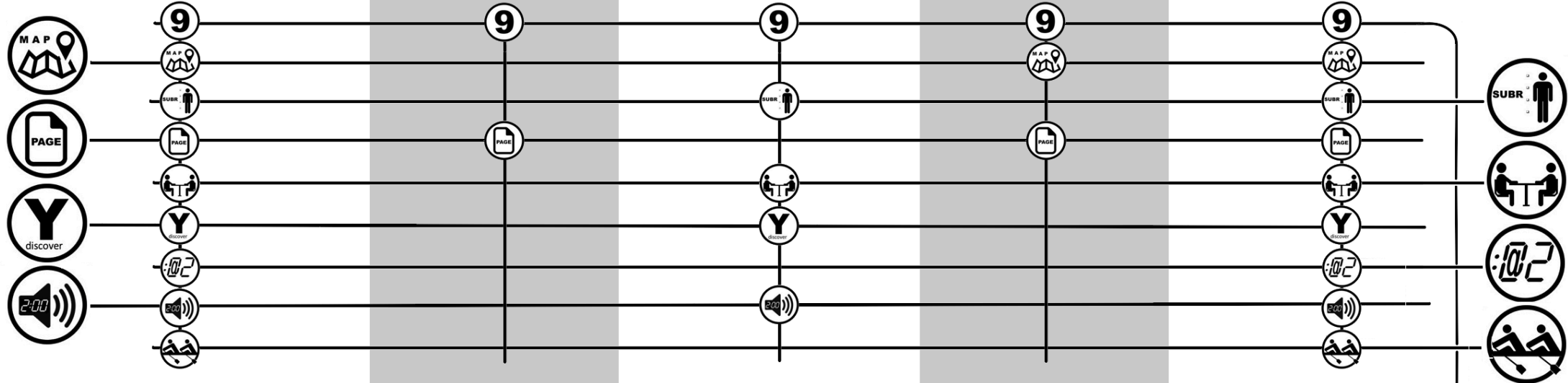
Prepare

Engage

Do

Check

Follow Up



My objectives

Audience Plan

Private
Immediate
Multidir (DIN)



Names & roles
Perceptions
Concerns
Expectations

First Move
DISCOVER-Y
TMM
TABLE
Other ...

Contact Setup

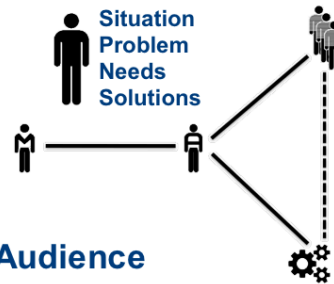
Greet
Include

Purpose
Agenda
Goals

Endorsement

Discover

Inform Negotiate



Audience
context
Key

Supporting

Closing

Value vs. Cost
Fall-lines, -back, -out

Review Next
steps

Decode

Share Act

The
Customer-Facing
Engineer

Leadership
Autonomy
Understanding
Awareness
Presence



I am attentive, undistracted
I am conscious of my perceptions & emotions
I know myself and my environment
I am Ok with change and with changing
My words, deeds and attitude inspire others

A reference framework
for Client Encounters using

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