

“Window of opportunity” per Karen Gervais)

THEM as
Person

THEM as
Role

YOU as
Person

Connection
(Making contact)

“How are **you** today?”
“I see **we** have a common
interest in...”

Coach
(Listening + Good questions)

“What’s on **your** plate?”
“What’s **your** biggest
challenge in that?”

YOU as
Role

Resource
(Providing information)

“What areas that **we** work in
are **you** interested in
hearing more about?”

Collaborator
(Working together)

“What’s a useful way for **us**
to take this conversation
forward?”