

GAIN KNOWLEDGE: ONE-TO-ONE



THE BASICS:

- Who:** People you respect.
- When:** One time initial meeting and go from there.
- How long:** 30-60 minutes.
- What:** See powerful questions. Only ask 2-3 or create your own.
- Where:** Telephone or local coffee shop without distractions



GROUND RULES:

- Make it your #1 goal/intention to be curious.
- Put your phone away, lean in and make eye contact.
- Get straight to the point. Ask one question at a time, focusing on questions that begin with "what".
- Force yourself to listen the entire time.
- No selling or promoting a cause. This is about respectful two-way dialogue.
- Share your why. "I wanted to meet with you because I admire you or your knowledge and wanted to learn more!"



POWERFUL QUESTIONS TO CREATE POWERFUL CONVERSATIONS:

1. Tell me your story.
2. Tell me about your greatest accomplishment.
3. Tell me about your greatest regret or failure.
4. What would you do different if you could do a "do over?"
5. What's made you smile recently?
6. Thank them for their time, and ask, 'How can I help you?'