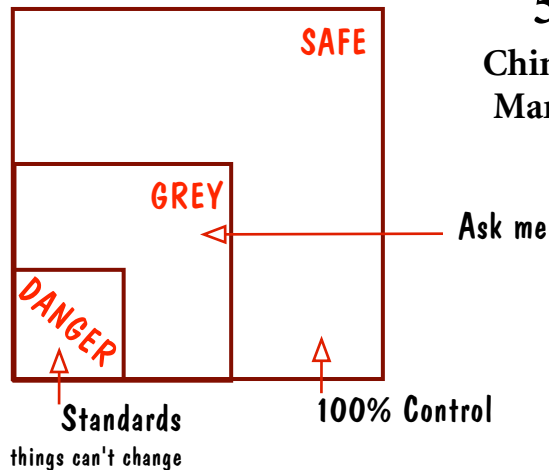


3. Navigate

How to ensure sponsors are aligned
Identify key influencers

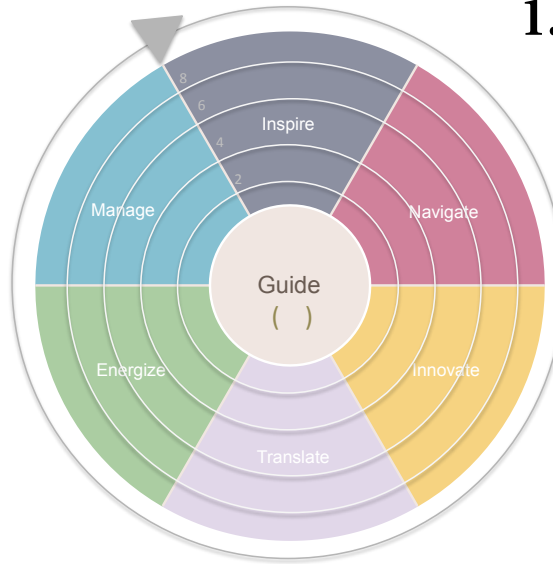
4. Innovate

Command Control / PMO → Collaboration
Central Design → Curator (facilitates solution)
Credit Taking → Feature Talent
SERVICE & AGGREGATE



5. Translate

Chinese CEO spoke.
Manager 'translated'



Tell a story

Sizzle not Sausage

1. Inspire

Translate
"Cost", "Efficiency" to "affordability",
"need", "solve problems"
COMPASSION & EMPATHY

Transaction

Mission



Customer

D M A I C

Inspire

Guide
Navigate

Teams

Accountability
Energize

Role

2. Guide

Sponsors want feedback
Condition sponsors to take input
Build foundation

Coaching

Strategic
Advisor

Working Agreement

Ability to Give Feedback

Hands

Credibility

3 positive insights
Are insights helpful?
Mix of +ve and -ve feedback

Rapport

6. Energise

Zone Support
Local 1:1
Nearby 1 : Few
Standby 1 : Many

7. Manage

Goal → Stretch

