

Worksheet

The Edge Team Training

Module 11 – Session 3

Putting Other People's Stories First

Key Points

1. *Your customer is the hero of the story*
2. *Keeping the Promise*
3. *The Elephant and the Rider*

EXERCISE 1. How can you discover the stories of your customers?

What can you do to interview your customers to discover their stories

EXERCISE 2. Keeping the Promise

What is the promise you need to keep to your customer?

What do you want your customer to feel?

What can you do to make their story matter?
