



Game Changing Communication

Nic Bittle
Work Force Pro

**This session is eligible for
1 Continuing Education and 1 Contact Hour.**

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session: www.necanet.org/2017Seattle

Framework



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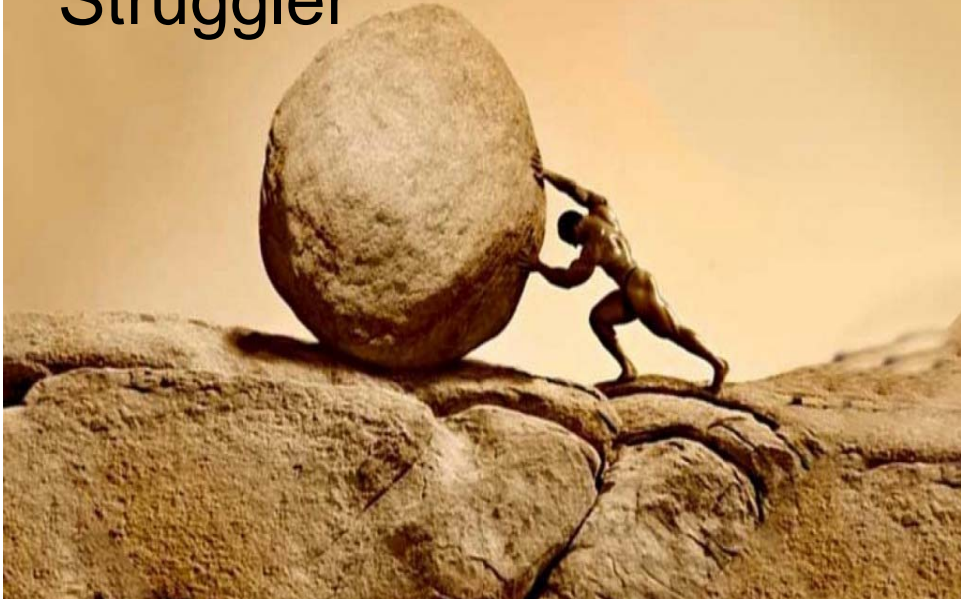
No Framework



4



Struggler



5



Struggler Wants

- A Quick Fix



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Struggler Needs

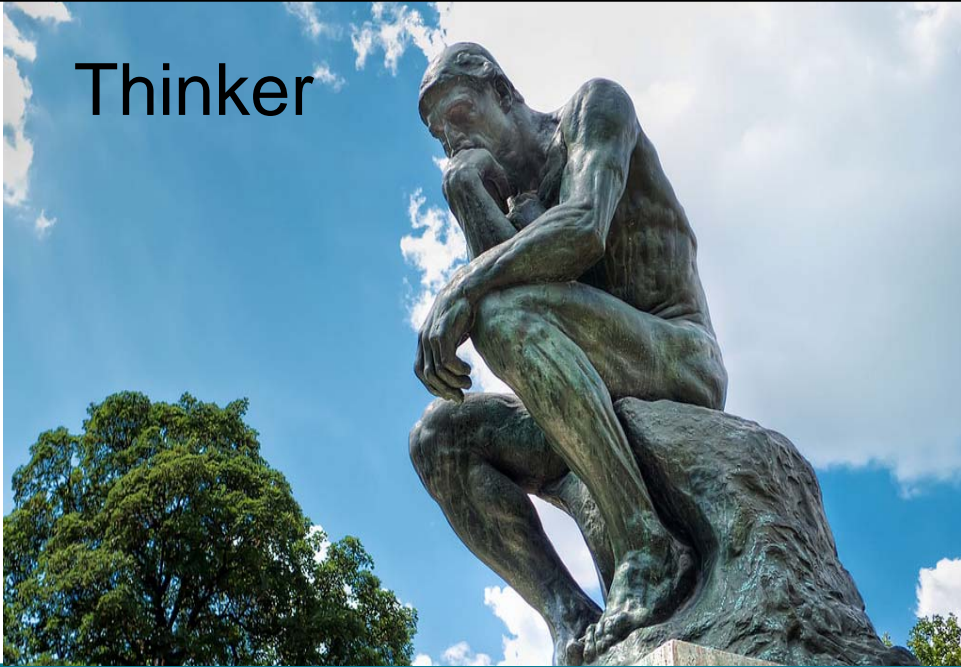
- A New Perspective



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Thinker

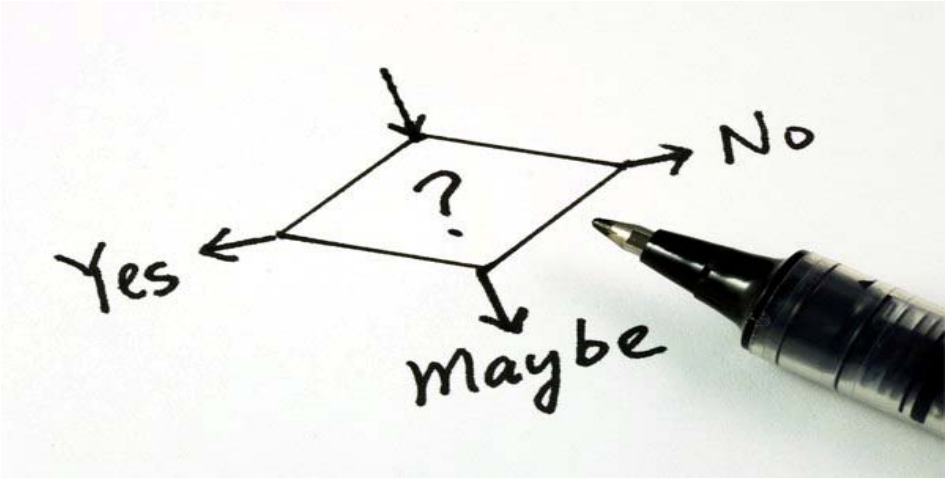


8



Thinker Wants

- To Make a Decision



Thinker Needs

- More Information





Doer Needs

- Sense of Urgency



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Achiever



14



Achiever Wants

- Teamwork

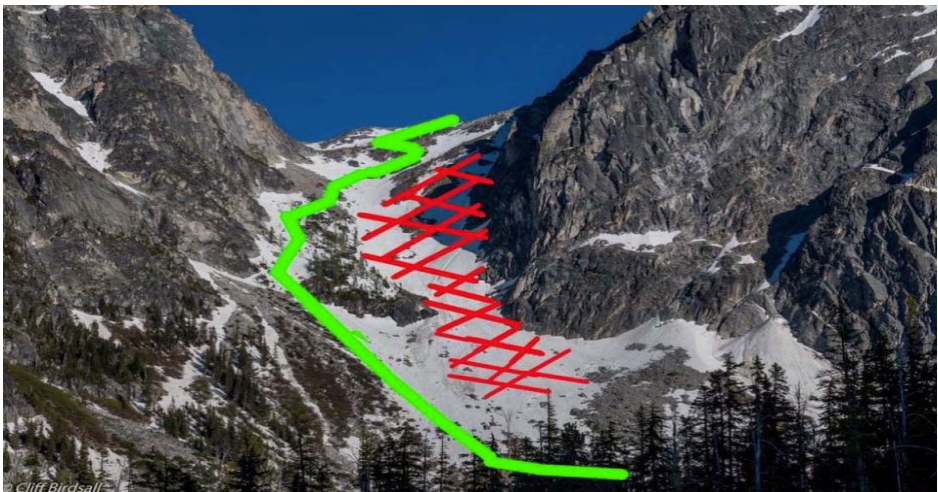


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Achiever Needs

- A Resource



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Next Steps

- Introduce
- Reinforce
- Master

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Questions?

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Don't forget...

- 10:15 am – 11:30 am – Opening General Session with Amy Purdy
- 11:30 am – 5:00 pm – NECA Show Hours

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