



The WKI COACH APPROACH

SO WHAT?

What's Your Idea?
What's the Problem?
Where Does Your Idea Fit?

WHO CARES?

Who's Your Customer?
What's Your Path-to-Market?
Where's the Money?

WHY YOU?

What's Your Competitive Edge?
Who's On the Team?
What's Your Story?

1 A FOUNDER FOCUS

It's about innovators with new ideas. Small groups of founders working together to discover the business value of their ideas.



2 IT'S ABOUT CONVERSATIONS

Active, dynamic conversations about business value – not training classes. Promote discussion and debate – push to explore the possibilities.



3 INSPIRED BY SO WHAT? WHO CARES? WHY YOU?® TOOLS

Visual tools provide the common language for both coaches and founders to be sounding boards and advisors.



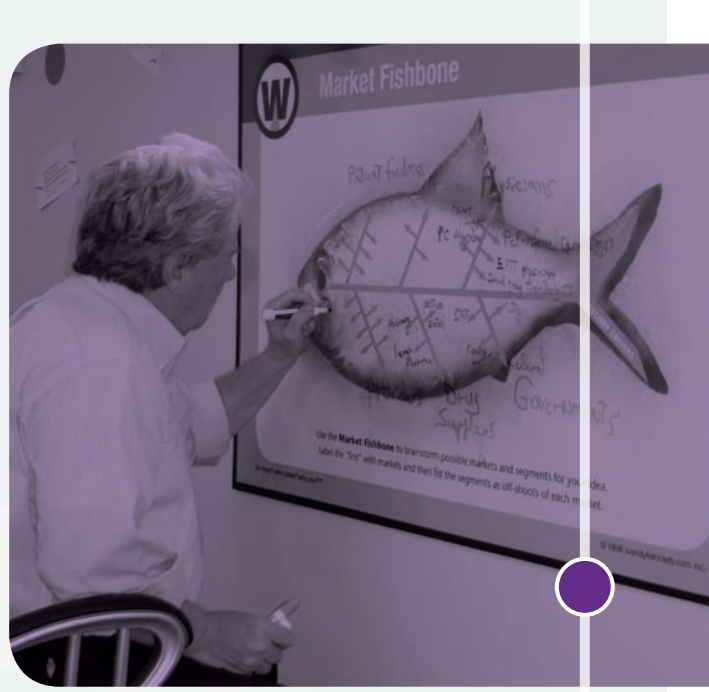
4 DRIVEN BY QUESTIONS, NOT BY ANSWERS

Ask probing questions to spark different ways of thinking. This sets the stage for "A-Ha" breakthroughs and coachable moments.



5 DRAW, BRAINSTORM & DEBATE THE BUSINESS VALUE

This is the time to explore and experiment the best path to commercial success. Sketch, model and map ideas using the visual tools.



6 FOUNDERS DRIVE, COACHES NAVIGATE

Focus on coaching, not consulting. Guide founders to look at their ideas through the So what? who cares? why you? methodology.



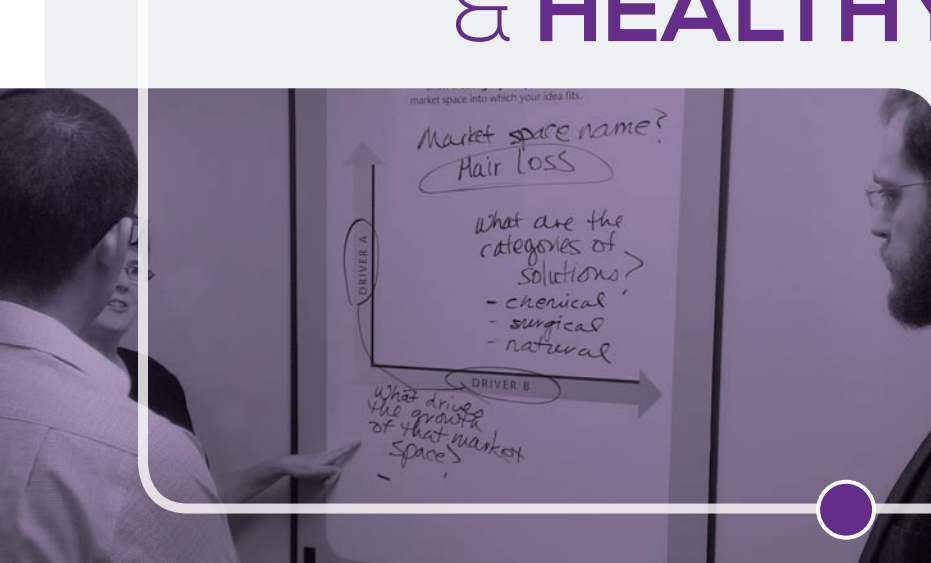
7 HANDS ON AND "STANDING ROOM ALWAYS"

Founders are on their feet working together. Meetings are "roll up your sleeves" working sessions to draw and debate the business value.



8 AN ENERGETIC PACE & HEALTHY TENSION

Keep conversations flowing and momentum moving forward – push and probe for clarity and focus.



9 ACTION ORIENTED & OUTCOME DRIVEN

Draw, Discuss, Decide. End each session with actions taken and decisions made. Ideas take shape iteratively.

