

The Wki COACH APPROACH

SO WHAT?

1. What's Your Idea?
2. What's the Problem?
3. Where Does Your Idea Fit?

WHO CARES?

4. Who's Your Customer?
5. What's Your Path to Market?
6. Where's the Money?

WHY YOU?

7. What's Your Competitive Edge?
8. Can You Execute?
9. What's Your Value Proposition?

1

A FOUNDER FOCUS

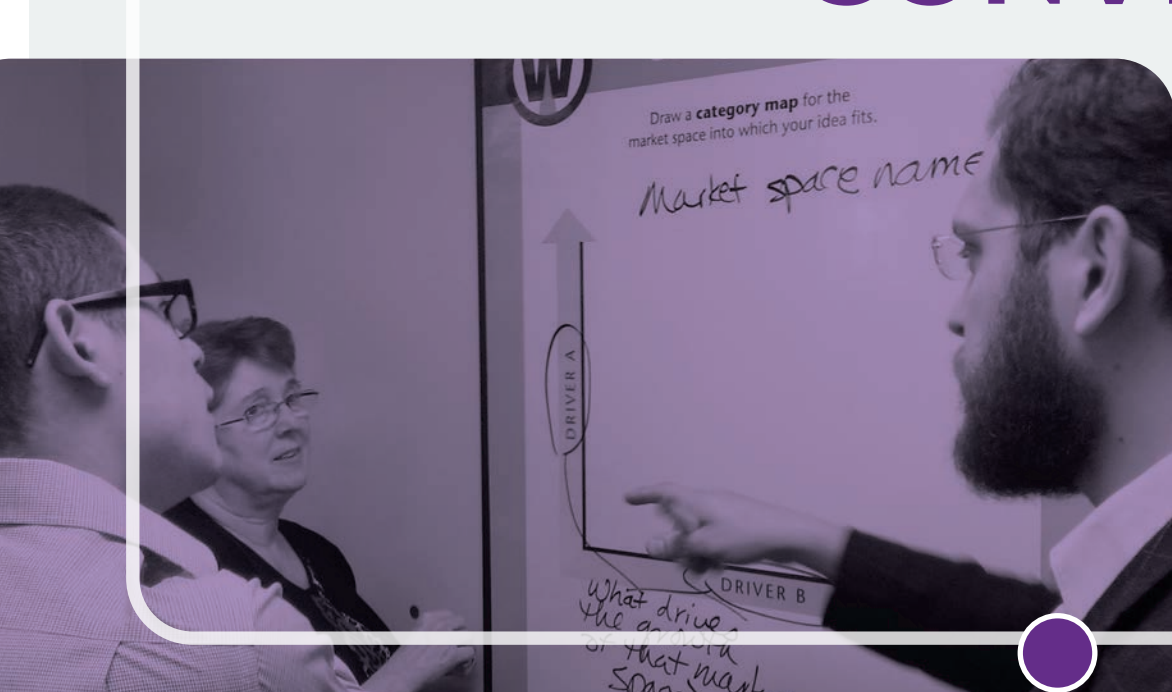
It's about innovators with new ideas. Small groups of founders working together to discover the business value of their ideas.



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

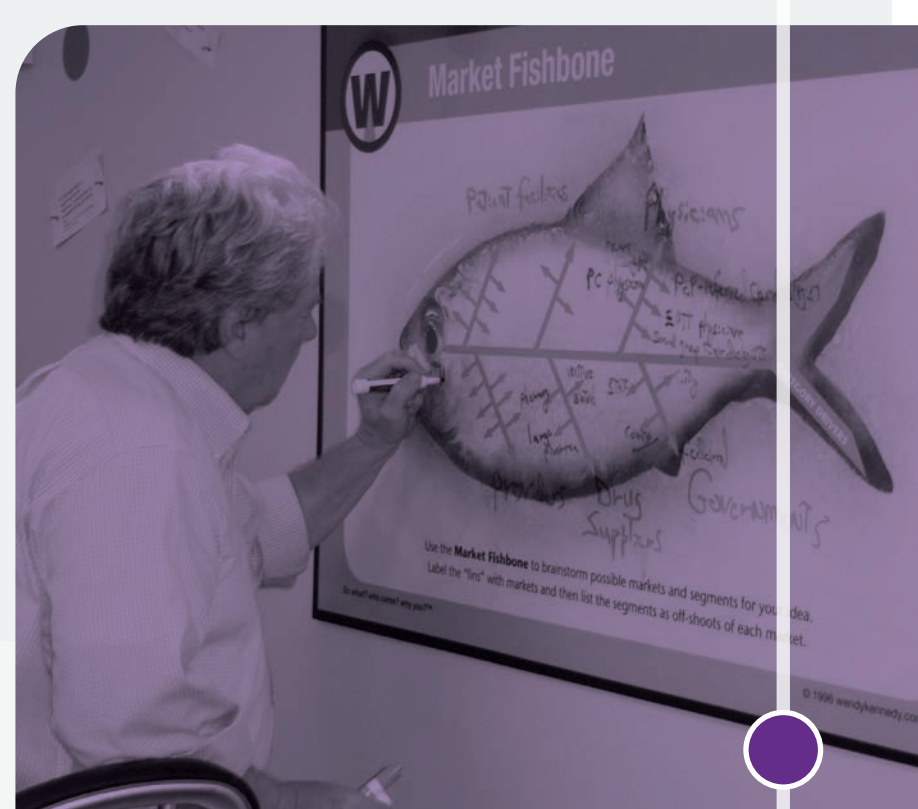
Ask probing questions to spark different ways of thinking. This sets the stage for "A-Ha" breakthroughs and coachable moments.



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"

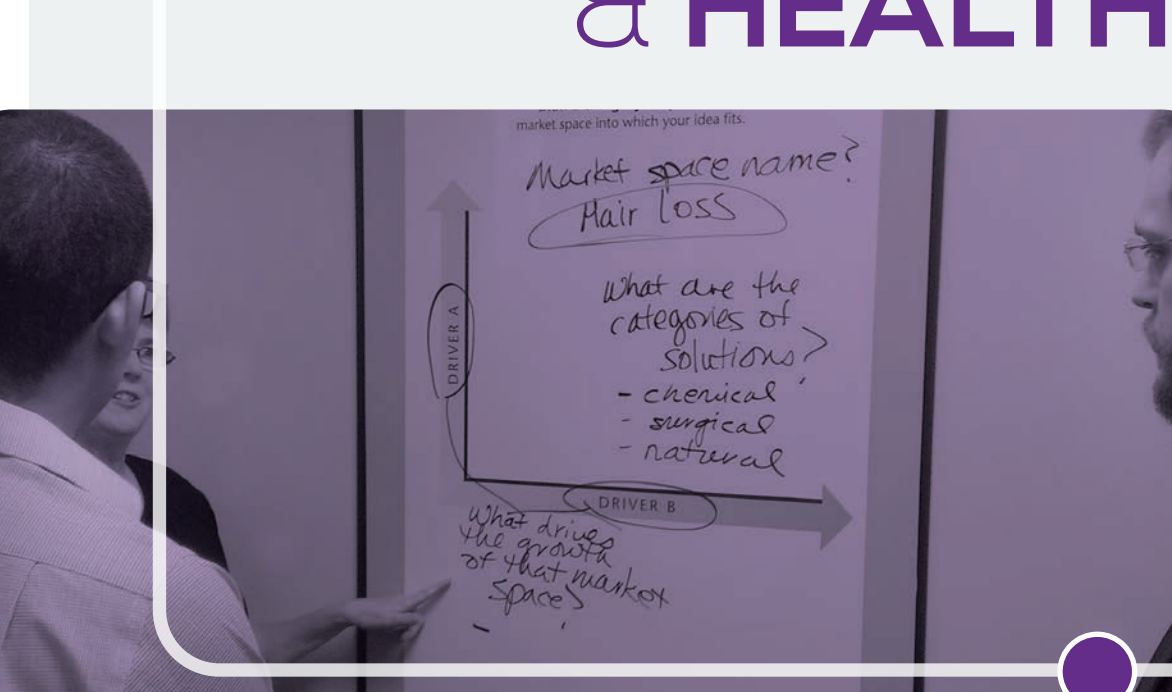
Founders are on their feet working together. Meetings are "roll up your sleeves" working sessions to draw and debate the business value.



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.

