

The Hierarchy of Conversations

ACTION

Commit to and execute
an idea based on realistic,
clearly identified opportunities

OPPORTUNITY

Consider real constraints such as time,
resources, abilities and enthusiasm for the ideas

POSSIBILITY

Think big! No 'we can't do that'. Let it all out, even if it
doesn't seem reasonable. Add a new idea or build on another's idea.

RELATIONSHIP

Increase your level of knowledge and feelings about others, your environment and your Why.

