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.