HOW DO YOU TELL THIS IS THE WAY YOUR (LIENT * IT WORKS: your client you WHATYOU Use a drawing You stay You get to deflect tension to the core curious REALLY THINK, Л WITHOUT LOSING HIM 1 * or your colleague, or your partner 1:11 You ask different questions Your client sees different angles 0 You create # space and you stay to think and so do you open to them