



10 Key Questions for Contextual Success

1. Am I presenting my ideas in their language? Do I need to become more “fluent” in the client’s language? If so, how can I do so?
2. Have I joined appropriately with the hierarchy?
3. Have I addressed both the formal and informal structure of the system?
4. Is there a key person (or persons) in the system that I have not addressed?
5. Have I identified existing patterns for making decisions, and am I using those patterns?
6. Am I presenting my ideas in a manner that reflects each individual’s view of reality?

When encountering difficulties or “resistance”

7. Have I adequately joined with the person and demonstrated empathy of his or her view/perspective?
8. How might I reframe any difficulties or “resistance” that I am encountering into “protection”?
9. What are the “trade offs,” risks or dangers of the change that I am seeking, and how can I address those dangers?
10. If I have done all the above, is this simply a context in which change is not feasible at the present time?

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