



NAME..... DATE..... RATING OUT OF 10.....

TITLE: NO IS SOMETIMES THE KINDEST WORD

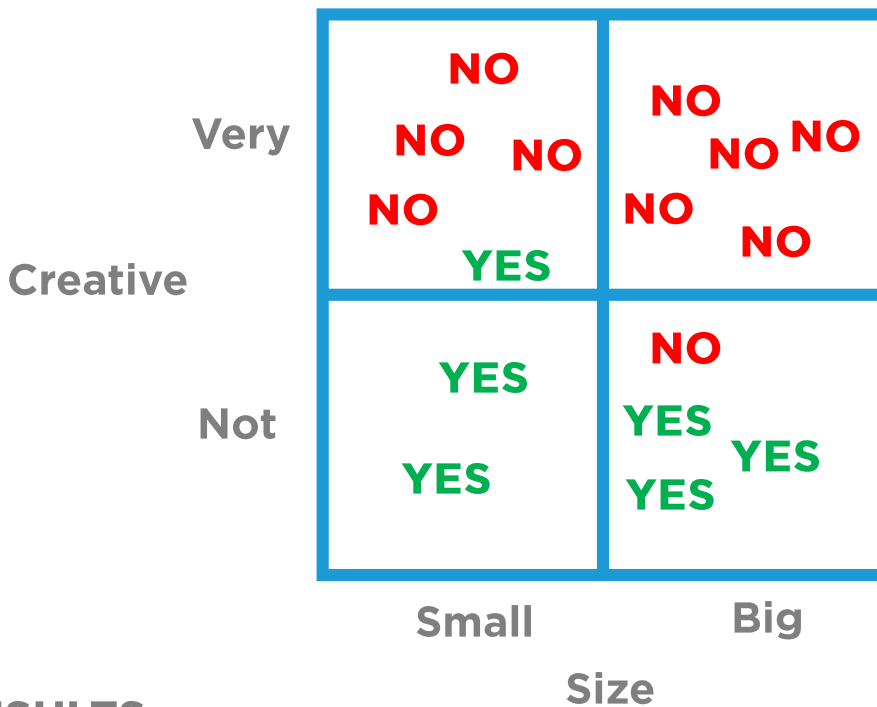
QUOTE: “The art of leadership is saying no, not saying yes. It is very easy to say yes” Tony Blair

OBJECTIVES FOR THE WEEK:

This week, you are learning to use the word NO.

The best way to do this is to map it. Especially if you have experience with a client, you can see where their sweet spot is.

Create a 2 x 2 grid and plot the YES's and NO's. I have put size of project and level of creativity, but you can use what is relevant to you, from analogue to Digital etc. This will help you find a sweet spot and get you moving.



RESULTS: