



Yes Yes Marsha's Questions to ask before speaking to colleagues (if you're anticipating friction)

1. What do we know about...

A. Their problems and pain points — in this job, or in life.

For example: too many tasks, not enough staff hours to do them.

B. Their wants and desires (often just the opposite of A)

For example: Franchise Owner: wants store to be profitable / Marketing Associate: wants to be creative.

C. What they think they know to be true about the thing you teach or sell

Not what you know but what they think is true (even if it isn't!)

D. The snarky, eye-rolling comments and objections they (secretly) make about this topic and about what you might have to say

When you know this, you can address it up front, which will leave them more open to listening.

2. How can you relate what you need them to do/hear to:

- (i) Reducing the problems and pain points (as outlined in 1A above)
- (ii) Getting them closer to their wants and desires (as outlined in 1B above)

3. How can you address any objections and misinformation upfront, in a friendly and non-confrontational way?

This could be as simple as, "I know people often think XYZ is true, in fact, it's more like ABC."

4. Can you tell a story (real or theoretical) to help them relate to the information you need them to understand, or the actions you need them to take?

Try and think of a story they can relate to in some way.

Need some help? Find the storytelling checklist [HERE](#), or get pointers on the basics of storytelling [HERE](#).

Marsha Shandur (of Yes Yes Marsha) believes that getting communication right is the key to happy, engaged and productive teams.

A Storytelling, Speaker and Communication Coach and Trainer, Marsha has worked with hundreds of individuals and groups of executives,



entrepreneurs and professionals across Canada, the US and the UK. She's presented keynotes at World Domination Summit in Portland and Women's Executive Network events across Canada, and worked with clients like Royal Bank of Canada, United Way, TJX and HelloFresh. Her work has been featured in Forbes, BBC and Mashable.

To find out more about the work Marsha does, have a look [HERE](#), or book a no obligation, free call with her by clicking [HERE](#).

