

H.U.M.A.N. FIRST™

HEAR

Listen for
their world

what questions will you ask?



UNDERSTAND

Demonstrate you
get their reality

how will you show you 'get it'?



MOTIVATE

Connect to what
drives them

*how does your solution connect
to their drivers?*



AMPLIFY

Elevate their input

*how can you elevate their
contribution?*



NAVIGATE

Guide through the
change

*as the change happens, what
help will you provide?*

