



EXERCISE 1: JUST ONE WORD



5 MINUTES

A SINGLE WORD CAN WIELD GREAT POWER.

What words define your organization?

INSTRUCTIONS:

If you were to describe your organization from the INSIDE, what words would you or your team use? If a customer or vendor were to describe your organization from the OUTSIDE, what words would they choose? In the spaces below, jot down the words that come to mind.

INSIDE THE ORGANIZATION VIEW

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

OUTSIDE CUSTOMER/VENDOR VIEW

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- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



TRAINER TIP

Consider the difference between the words your internal team would use and the ones that people on the outside would share.