DISCOVER-Y Audio #2 Script

This script is from the ICON9 Learn As You Go Audio series.

Welcome to day 2 of the DISCOVER-Y module in the ICON9 Learn As You Go mini-program.

The basics of DISCOVER-Y should be familiar to you now, so today we'll look at three of its zones in more detail.

We'll follow the familiar 3-step process. As usual, I will start by suggesting an example, then lead you through one of your own.

I am going to **choose** a **face to face meeting** with the manager of a production line. His problem is that one of the machines we supplied them with has broken down, and it's my job to give him the necessary support. I've not been in my job very long and so I don't know much about this customer's history, but it seems clear that the production downtime is a serious problem. That's the context. Now for the usage example itself …

I'm going to illustrate the use of discover-y *during* the meeting but I'll begin, in fact, a few moments before the meeting starts. In those few moments, I can quickly consider zone one – myself.

I step back quickly and consider how I'm feeling, dealing with any negative thoughts as best I can. It's important to be in a good state of mind when the action starts!

I also remind myself of the role and posture that I will adopt for the encounter – a professional support engineer, focused on getting the customer issues resolved.

Once involved in discussion, my mind will fly around the different DISCOVER-Y nodes at lightning speed. Let's take zone three. What do I know, or want to know, about the client? Well, I need to understand his level of technical competence, who works for him and who he reports to.

Once I have found out as much about that as I can, I might go to zone 2 and ask myself about my perceptions, concerns and expectations with respect to this client. In fact, this manager does not seem to be listening to me, and he does not seem to be trying to answer my questions accurately. I am concerned that if I don't get better information, we will waste time. My expectation is to talk to somebody more qualified.

So I steer the conversation towards getting other people involved. Once this issue has been dealt with I might return to zone two, thinking this time about the client's perceptions, concerns and expectations of me. I'm assuming they think I'm an expert and expect me to fix the machine today. Realising that these are, indeed, assumptions, might prompt me to check!

That's the end of my example. You can see that, when discover why is used dynamically, during an encounter, it kind of jumps in and out of my mind. This is quite different from the static use mode before and after meetings, where it's possible to systematically consider each of the zones, one by one. When in contact with a client, this simply isn't possible, but the tool's dynamic, "memory jogging" effect is very helpful in that can help me to cover topics that I might miss. I therefore come away from my customer meeting with more information, and with more valuable information, then I would otherwise.

Their Example

So that's my example. Now, what about you?

Does your example concern an individual or a group? Either way, who are they? Just think about it, and write it down if you wish.

 <pause>

And are you calling or are you meeting face-to-face? Again, just bring this to mind, and write it down if it helps.

 <pause>

What's the context - what led up to this point, and what could follow, either good or bad?

 <pause>

Now take zone 1. What kind of thoughts may be going through your head? What's your role and posture? Are there any other things about you and the company represent which are relevant to the meeting?

<pause>

Let's go to zone three. What do you know, or want to know, about the client? What characteristics?

<pause>

Zone 2 now. What are your main perceptions, concerns and expectations about them?

<pause>

Then, what would it help to know about their perceptions, concerns and expectations of you?

<pause>

Finally, what are the benefits of bringing these all these points to mind?

<pause>

Well done! You just completed a quite tricky example!

I hope that these few minutes have helped you to embed a few more points about the DISCOVER-Y tool.

Remember that the way it is used depends a great deal on the circumstances in which it is used, and particularly if the use is dynamic (during an encounter) or dynamic (before or after the meeting).

If you have one or two meetings or calls lined up today, you might think about preparing them or debriefing them with the help of discover why. Don't worry too much about using it during meetings for the moment, as you probably don't need additional distractions. In any case, it will come naturally. Once you have used it in other contexts a few times, it will tend to pop into your mind during encounters.

Tomorrow, we'll look at a couple more zones.

I look forward to seeing you then.