



Home

Mission ▾

Services ▾

Testimonials

Clients

About ▾

You Are Here:AUG 2005



Focus

A Newsletter published for clients and friends of Wagner Consulting Group

AUG 2005

VOL. IX, NO.2

Five Steps to Action

Understanding the five distinct steps in decision making helps you lead others to action.

What I'm presenting here is a method to move your audience (it helps to think of them as an "audience" even if it's just one person) from **Why?** to **How?** This is a profound attitude shift. "Why?" asks what, if anything, one should do. Why get out of bed today? Why develop a new marketing strategy? Why = stasis, inertia, inaction.

"How?" presupposes a desired outcome, hence action, and addresses means and methods. *Howto get out of bed* may be trivial, but at least you're going to get moving! The five steps to action follow.

1. Help your audience (whether one or many) understand how the situation relates to them by telling a brief story that illustrates and frames the issues.
2. Deliver a thorough and objective analysis of the situation. Be honest (lay out any painful truths) and direct, but don't assign blame.
3. Present your solution. If it's controversial, present alternatives and describe why each is inferior to your solution.
4. Clearly spell out the benefits of the choice you recommend and help your audience visualize good things ahead. Do not dwell on difficulties at this time.
5. Kick start the action by getting the audience started on a small, easy step immediately - right then and there. This first step could be as simple as an affirmation or substantial as an action plan. The key point is to take the first step. That breaks the inertia and begins movement upon which you can build momentum.

Q: Why bother with all this stuff if you are in a position to *order* others to action?

A: Better outcomes, and less work for you.

Q: How can I tell if when this method is appropriate?

A: When you fell like you're pushing a rope.

Page Links

Case Studies
 Signup for our free newsletter
 Newsletter Archives
 Downloads

See also the August 2002 *Focus* titled *Howto Persuade* in the archives section of wagnercg.com.

Tom Wagner

We help clarify options so our clients
identify the Right Questions
and solve the Right Problems.
Call us at 800 422-1374 to learn more.

Copyright 2006, Wagner Consulting Group, Inc.

[Home](#) | [Mission](#) | [Services](#) | [Testimonials](#) | [Clients](#) | [About](#)

Copyright 2011 Wagner Consulting Group, Inc. - (800) 422-1374