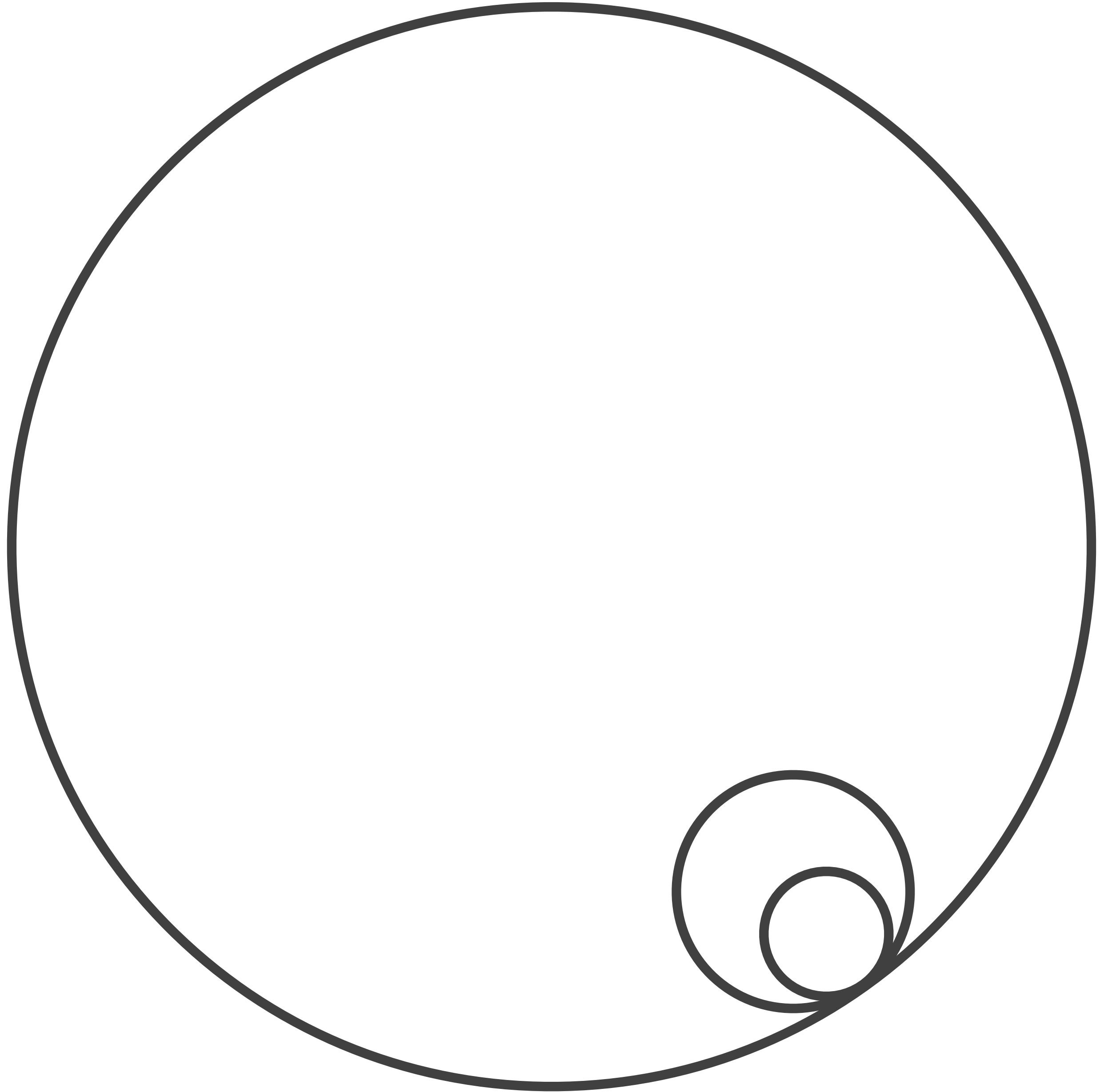


# AI-Resilient

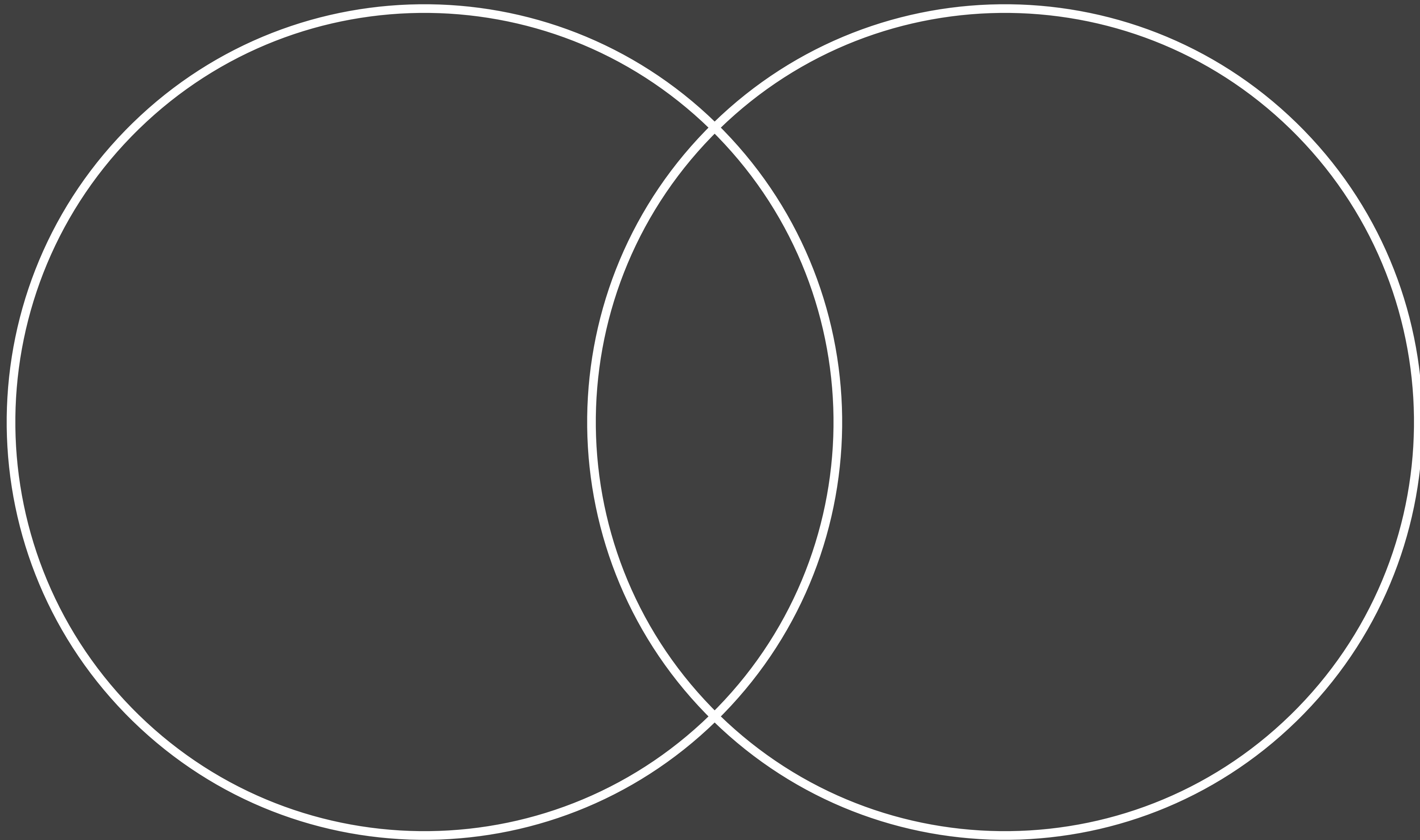
Day 1





INFORMATION

ENTERTAINMENT



# Show Notes

Props and All			
<b>People</b>   Who are the people in your world?	<b>Love</b>   What can't you live without?	<b>Objects</b>   What are some objects?	<b>Food &amp; Drink</b>   What do you eat?
<b>Lair</b>   What's the background?	<b>Enemy</b>   What do you hate?	<b>Clothing</b>   What's your attire?	<b>Activities</b>   What hobbies do you have?

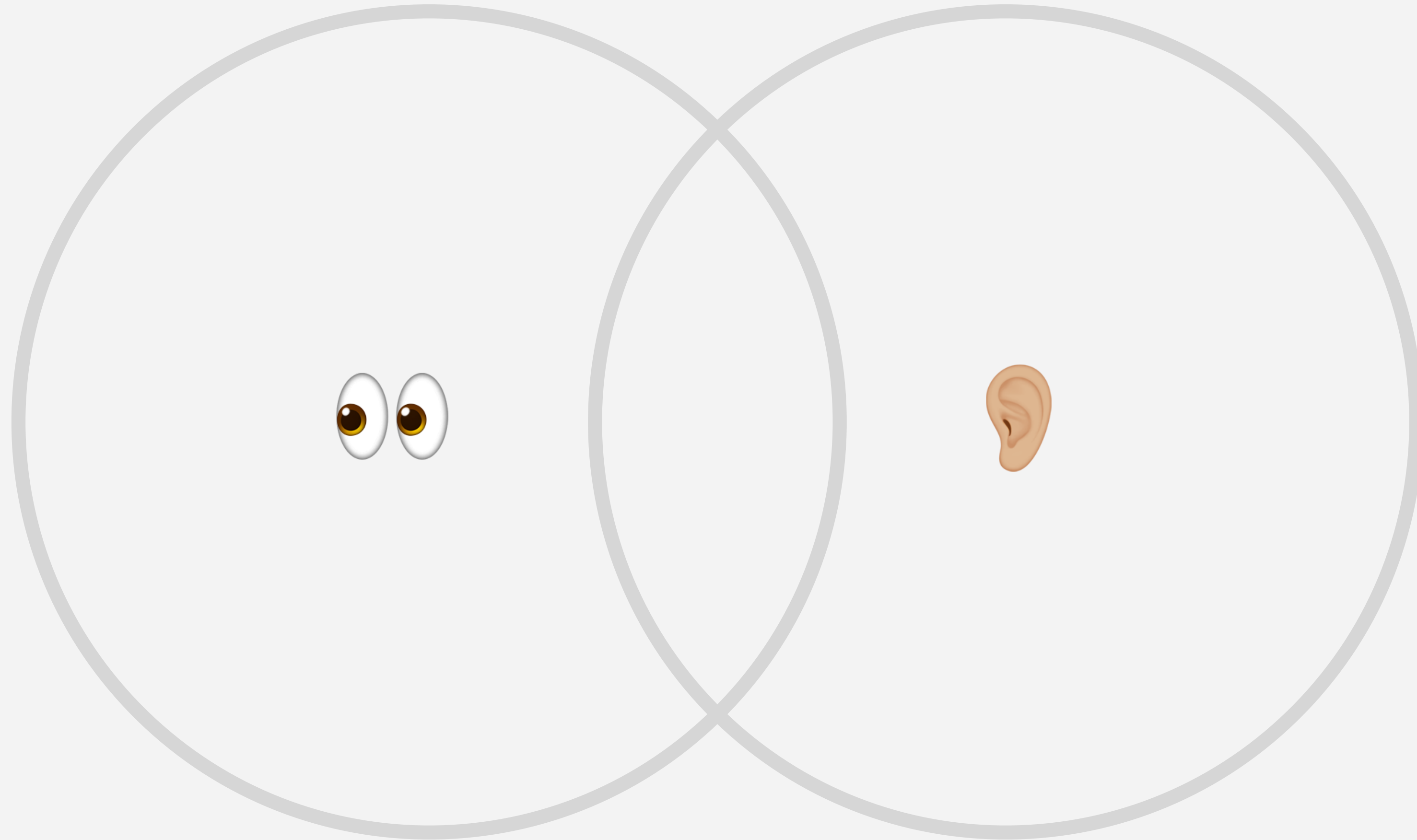




# Below the Iceberg

Pillar 1	Pillar 2	Pillar 3
<b>Known Spoken</b>   What is a main reason why clients want to work with you?	<b>Known Spoken</b>   What is a main reason why clients want to work with you?	<b>Known Spoken</b>   What is a main reason why clients want to work with you?
<b>Known Unspoken</b>   What is something they feel uncomfortable or ashamed about?	<b>Known Unspoken</b>   What is something they feel uncomfortable or ashamed about?	<b>Known Unspoken</b>   What is something they feel uncomfortable or ashamed about?
<b>Unknown Truth</b>   How do they need to think about it differently?	<b>Unknown Truth</b>   How do they need to think about it differently?	<b>Unknown Truth</b>   How do they need to think about it differently?

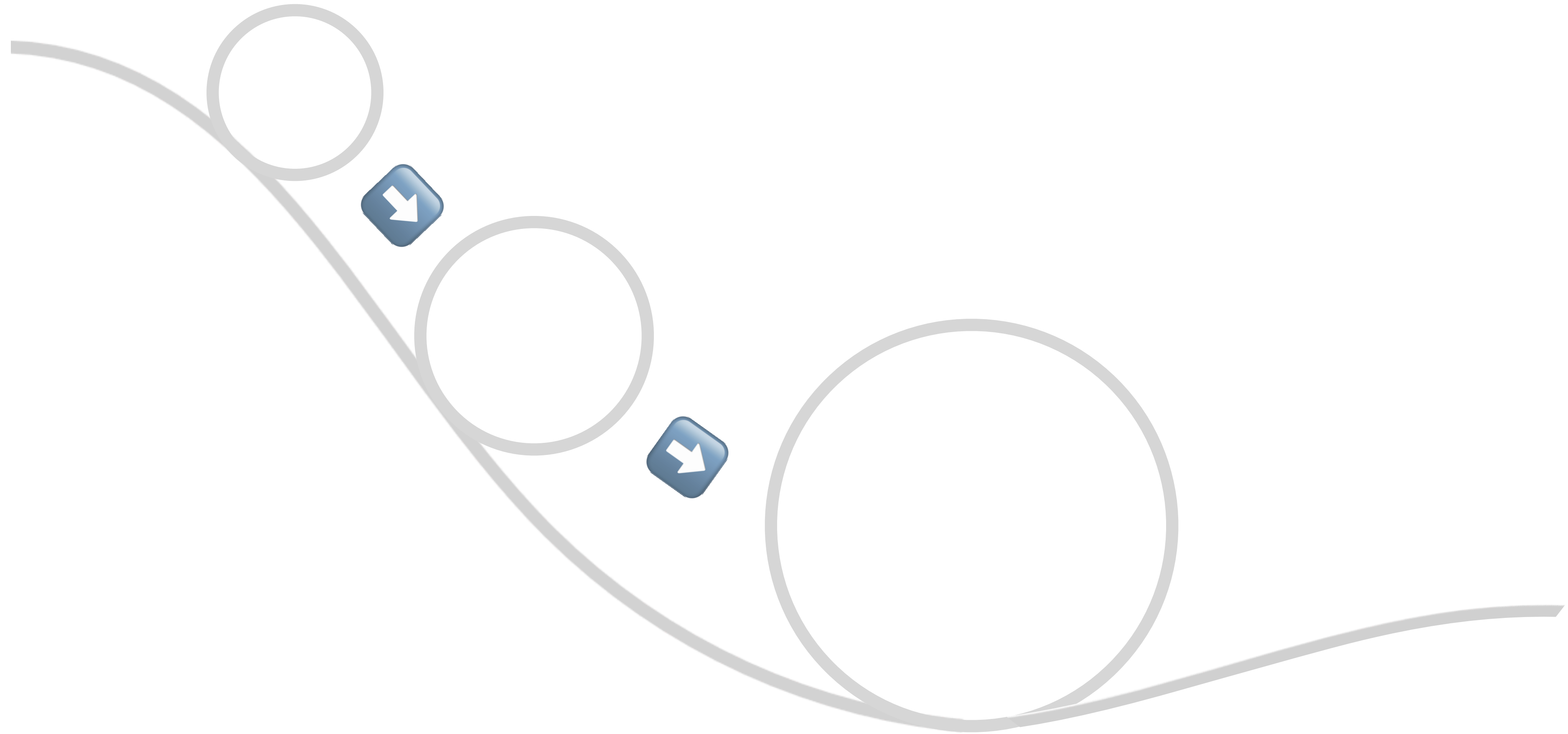




# The Felt Formula

Seen	Heard	Understood
<p><b>Eyes</b>   What moments can you observe?</p>	<p><b>Ears</b>   What can you bring up?</p>	<p><b>Heart</b>   How do you want them to feel?</p>





# The Follow Formula

**Inside Out**

**Against** | What do you stand against?

**For** | What do you stand for?

# The Follow Formula

**Us vs Them**

**Us** | Who's in?

**Them** | Who's out?

# The Follow Formula

**The Hidden Truth**

**Mistakes** | What do others teach wrong?

**Belief** | What do you believe?

# The Follow Formula

The Code Word		
<b>Manifesto</b>   I believe ...	<b>Language</b>   Our code words are ...	<b>Look</b>   My signature style is ...



# Aspirational Identity

That to Them	
<b>Themselves</b>   What do they call themselves?	<b>Leadership</b>   What are you going to call them?
<b>Identity</b>   What do they want to be identified as?	
<b>Doing</b>   What verbs describe them best?	

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