



The Foundation of the Black Swan Method

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Monday, March 3rd
1:30 p.m. – 3:00 p.m.

Please let us know what you thought of this session



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ACCUSATION AUDIT®



An Accusation Audit® is a *pre-emptive label*. It proactively addresses expressed or unexpressed negative emotions or dynamics. It is the thing that *drives decision making and behavior*. Clearing out all the negative emotions that get in the way-as the first move.

If you were them, what would **you** be thinking about **you**?

The negative opinions, assumptions, impressions they may say, harbor or think about your company, the circumstances and YOU.

Regardless if they are Insane, Fair/Unfair, Crazy, True/False.

What might you want to deny?

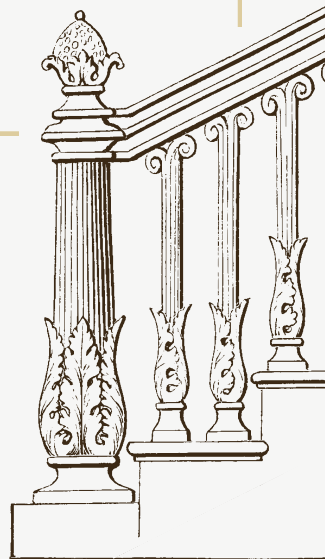
→ Clears the mind

→ Takes away permission or authority

→ Prepares the counterpart for something they may not want to hear, i.e., bad news, your ask

→ Seeks to understand before being understood

→ Builds trust very quickly



Structure

Unless you know for sure!

“You may...”

“You might...”

“You probably...”

If at any point you think I am being unfair, I want you to stop me.

We’ll rewind the conversation back to where the unfairness began and we will start over from there.

When to use it

Beginning

- Rank them in order of “potency”
- Start with #2 and end with #1

“We weren’t thinking any of those things.”

“Can you just rip the band-aid off already?”

“I have things to do. Can we move this along?”

[Silence]

Before and Ask

- Asking for a meeting or an agreement

Before Bad News

- Delivering price
- Telling someone “No”

Start with situationally insightful, intelligent guesses

“You’re probably working with very thin margins.”

“You may think we don’t have a good appreciation of the complexity of your financial model.”

“You’ve probably been tortured with several calls just like this one, this week.”

“You may be worried about your reputation.”

If you know it to be true, go right at it

“I know it’s a struggle right now managing...”

“You’re concerned about us destroying...”

“Anything that looks like it will negatively impact ... is a difficult conversation”

“I know you’re under tremendous pressure to get this right.”

Boilerplate Accusations Audits®

Pause for a count of two between each

“You’re probably wondering why you agreed to take this call/meeting in the 1st place.”

“You may be incredibly busy right now.”

“This is the last thing you want to do.”

“You might think this is a complete waste of your time”

“I’m probably making your job a lot more difficult.”

Accusation Audit® Exercise

Discuss with the people in your group and compile a list.

What are the frequently heard objections, pushbacks, Nos, and “Car in 60 Seconds” moments you encounter (internally and externally)?