

How to Use Our Pocket Cards

By Sam Parker

Thousands of leaders in all types of organizations and industries use our messages to help them better communicate important ideas in more interesting ways ... ways that lead to positive actions that stick and sustain.

sustain: (verb) strengthen or support physically or mentally

For many of our customers, our videos, books, and do-it-yourself PowerPoint® presentations are the most effective tools for introducing and discussing our messages (212, Lead Simply, Smile & Move, etc.). But, our pocket cards make great additional reinforcement tools for different situations.

Include as a bookmark for a book ... reinforcing the core message of the book (a 212 pocket card with a 212 book) or adding a supporting message (a Rise & Reach pocket card with a Cross The Line book).

Attach to meeting and event handouts, pay stubs, or internal mailings.

Incorporate in hiring efforts or onboarding packages (“We’re Smovers here. The points on this card are important to us but also our customers.”)

They can also be used to kick off or set the tone for a meeting or for quick one-on-one coaching sessions.

For a Larger Group...

If people will be sitting, you could place a card at each attendee's seat for their arrival. If you're leading a quick standup meeting, you could hand a card to each attendee before starting.

Then you could use language similar to the following...

"Last week, I found [an idea, a set of ideas, a message] I think can help us see things in a different way ... helping us [push things a little more, bounce back faster, stay focused on what's most important, avoid complacency, create a kinder environment, make a stronger commitment to what we're trying to accomplish, embrace our personal responsibility to making things better, be more supportive to each other, lead our teams better, insert other internal need].

The [idea, set of ideas, message] is/are on the cards [in front of you, you have in your hand]. It's called/about [insert title or topic]."

At this point, you could read through the card out loud or have someone else read the card. Then, after a short pause so people can absorb what's just been said...

"Who can share what connects with them most about [this message, these ideas]?"

Then, to encourage discussion, wait for someone to respond. Avoid leading or prompting the first response. Once the ball is rolling, use one or several of the following questions to continue the discussion (or a favorite question of your own)...

"**Anyone else** have a different point they found meaningful?"

"**Do you think** y/our [customers, clients, co-workers, patients] would describe us as [212ers, Smovers, people who are committed to doing great work for them, a no drama team, etc.]? Why? Why not? What could we do to support that? What could we do to improve that?"

"**When things get difficult** and we make mistakes in our efforts to [general message or specific point], what are some things we can do to get back on track? How can we help each other be accountable to [general message or specific point]?"

A quick one-on-one coaching session

You could give someone a card and review it with them, personalizing the statements and questions above.

"**I found** [an idea, a set of ideas, a message] I think can help you see things in a different way ... helping you..."

"What connects with you most about [this message, these ideas]? Anything else?"

"**Do you think** y/our [customers, clients, co-workers, patients] would describe you as a [212er, Smover, person who is committed to doing great work for them, a no drama person, etc.]? Why? Why not? What could I do to support that? What could you do to improve that?"

"**When things get difficult** and you make mistakes in your efforts to [general message or specific point], what are some things you can do to get back on track? How can I help you be accountable to [general message or specific point]?"

However you use our pocket cards, remember...

The need for solid and ongoing reinforcement never (ever, ever) ends. (It's part of Leading Simply.) Make sure to set periodic reminders to follow up with people about how things are going in regard to your initial discussion (at least one to three).