

The Workbook: Your Missions

Write down your POV on a single page so that you can share it, get feedback on it, and refine it through conversation.

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Your Mission



Establish Your
POV Shot

1. List your inner circle of supporters

These are the people who care about this change as much as you do.

2. List the beneficiaries of your proposed change

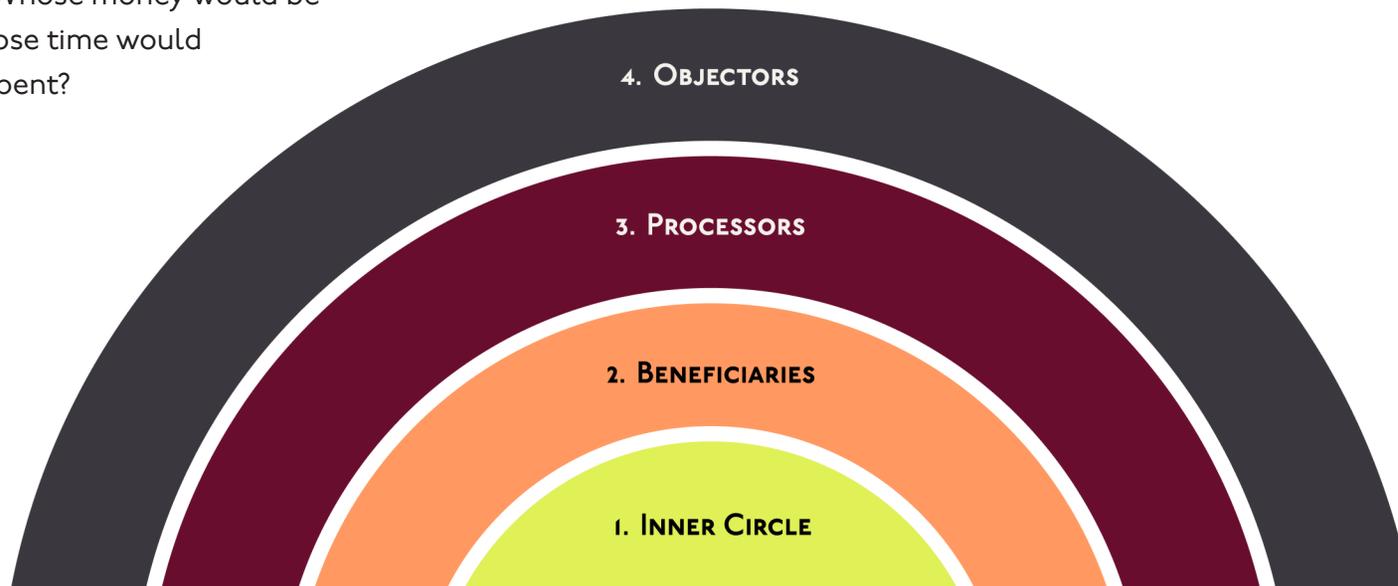
These are people who will benefit from this change, though they may not realize it yet. Whose lives would be better? Whose work would be easier? Whose money would be saved? Whose time would be better spent?

3. List those who shape the processes your change affects

In organizations and systems, every change introduces a new set of protocols. These are the people who design them, protect them, or make sure others follow them. You'll need their help to think through the process implications of the change you want to make. Who are they?

4. List the objectors to the change you want

You know which people will hate your idea. Don't waste your time being an evangelist. Remember: this is not about persuading, but creating the conditions for agreement. So why do you need them at all? You don't. The more you craft your point of view with theirs in mind ... the sharper your own approach will be.



Your Mission

02 Map Your Ecosystem

Every organization has “power zones”—projects, conversations, or priorities that already have energy behind them. Your mission is to spot one and connect your influence goal to it. This week, scan your workplace for one of the following, and write down at least one “wave” that’s already gathering speed. Then ask: How could my goal ride this wave?

Example: If your goal is more flexible scheduling, link it to an existing company priority like employee well-being or retention.

1. Topics leadership keeps bringing up in meetings

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2. Trends or deadlines that are already in motion

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3. Initiatives that have clear champions and resources

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Your Mission



Imagine one change in your work environment that would make your experience of work meaningfully better. Now, identify three values that underlie this change—values you believe are widely shared by the people who would need to support it. Name those values below, and be sure your stories, images, and point of view all revolve around them. Whatever change you’re seeking, tie it to a value everyone can agree on. Create a folder named “My Framing Strategy” and add these values.

Example: If I wanted to promote greater work-life balance at my workplace, I’d start by appealing to the value of inspiration at work. Inspiration is inversely related to narrow focus and exhaustion—it comes from being alive to your own life. When people have time to think, play, connect, and rest, they return to work with perspective and imagination—the raw materials of great ideas. Work-life balance isn’t a perk; it’s the fuel that makes inspiration possible.

Value 1	Value 2	Value 3
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Your Mission



Again, keep in mind one change that would shift your experience of work for the better. Now imagine what assumptions or preconceptions people might have about making this change. List them below.

Can you find images or concrete examples that counteract these assumptions? Think about showing how your vision might already be working elsewhere, or what the future might actually look like if your change were implemented. Collect those images in a folder or on your Pinterest board and label that folder “My Modeling Strategy.”

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Keep in mind the change that would make work meaningfully better for you. Launch your incentives by answering the following questions:

1. If you were going to create a special status “club” for those who want to join you on this quest for change, what would you call this group?

2. Is there a high status person you’d want to get involved early?

3. What ritual or event might you organize to recognize those who wish to belong?

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Handwriting practice area for question 2, featuring a white rounded rectangle with seven horizontal dotted lines.

Handwriting practice area for question 3, featuring a white rounded rectangle with seven horizontal dotted lines.

Your Mission



