



Goal – gain insights about your counterpart’s perspective by stepping into their shoes.

- ▶ Getting Ready (15 min)
 - “Presenter” (ADI salesperson) tells their story to the
 - “Helper” who listens and takes notes

- ▶ Next Step (15 min)
 - “Presenter” becomes the “Absent Party” (i.e., the Customer) and the
 - “Helper” interviews “Absent Party” about the Absent Party’s perspective

- ▶ Last Step (15 min)
 - “Helper” becomes the “Presenter” and has a conversation with the “Absent Party”