**Discovery Emotional Transformation**

**Instructions**

1. At the top of the next page, document the selected solution and Decision Influencer for this workshop.
2. List all the issues your foundation solution addresses in the lefthand column of the *Discovery Emotional Transformation* table that matter to the selected DI.
3. Relative to each issue, identify ONE emotion you expect the selected DI to feel PRIOR to a discovery meeting with you and why they feel that way. Use the *Emotions Portfolio* to identify emotions.
4. And, relative to each issue, identify ONE emotion you expect the selected DI to feel AFTER a discovery meeting with you and why they should feel that way. Use the *Emotions Portfolio* to identify emotions.

**Emotions Portfolio**

Accountable

Afraid

Angry

Anxious

Behind

Competitive

Complacent

Concerned

Confident

Confused

Creative

Defeated

Disappointed

Disrespected

Empowered

Energized

Envious

Euphoric

Excited

Exposed

Fearful

Frustrated

Happy

Informed

Inspired

Interested

Intrigued

Invested

Nervous

Optimistic

Overconfident

Overwhelmed

Pessimistic

Responsible

Sad

Satisfied

Scared

Skeptical

Supported

Sympathetic

Terrified

Timid

Triumphant

Understanding

Unempowered

Uninformed

Unsupported

Worried

**Discovery Emotional Transformation**

Solution: **XXXX** Market Segment: **XXXX** Decision Influencer: **XXXX**

| Issues Addressed  By Your Foundation Solution | How They Feel  About The Issue  ***PRIOR*** to Discovery  With You and Why | How They Should Feel  About The Issue  ***AFTER*** Discovery  With You and Why |
| --- | --- | --- |
| *Efficiency* | * *Frustrated that they have not met performance targets and missed out on bonuses.* * *Nervous about their job security because they’ve missed targets.* | * *Optimistic that they have found a potential provider that can help them address efficiency issues.* |
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