

STEP 2

Starting with the dot that is closest to the outside of the diamond, use the provided mum—from an alien relationship to an intimate one, from ignorant familiarity to additional convention to casual, and from passive disposition to curious.

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Starting with the dot that is closest to the outside of the diamond, use the provided stickies (outside of the diamond) to brainstorm your engagement goals.

Example: If the relationship with your audience is alien, spend time informing them why this is important to you.