

Buddy Check

Buddy Checks is a role-playing exercise that helps to test reactions to our idea and gauge who might best support it.

1. Have a concise version of our idea or vision ready to share.
2. Find a team member or friend and walk the person through the seven levels of “receiving an idea.” Explain that we want to experience the extremes so that we can learn what it would be like to find a great partner.
3. Now ask said friend to listen to our idea and respond to us at the lowest level (level 1). Pitch again and ask for a response more suited for level 4. Pitch and ask for a level 6 or 7 response.
4. Now that we’ve heard a range of reactions, ask our friend what we could add to our story or vision statement to get a level 7 reaction sooner.
5. Thank said friend. Now walk down the hall to find another colleague and repeat the process.

Expert Edition—After everyone has practiced telling their ideas, bring the team together and discuss how each member can be a better idea receiver both internally and with partner teams. Then, ask “How can we practice our pitching and listening more?” and “Who should we reach out to next to get more supporters?”

