Three Steps to Yes

Comfort

Discomfort

Unaware
Comfortable
Doubtful about Yes

Knowledgeable
Enthusiastic
Ready for Yes

Challenge the
way things are

Step 1:
Understanding

1

Step 3:
Reminding

3

Confused
Concerned
Fearful

Enlightenment
and Belief

"What's in it for me
and my kids?"

Step 2:
Wanting

2