

NURTURER

Champion of People & Fairness



- ① We want to hear your opinion!
- ② We're not going to critique you immediately.

PIONEER

Champion of Results & Progress



- ① Please try and listen to our views first.
- ② Beware the strength at which you critique.

5 VOICES RULES OF ENGAGEMENT

Designed by
{V} VIVIDIMAGE

Tips for interacting
with the 5 Voices

CREATIVE

Champion of Innovation
& Forward Thinking



- ① Dream big - it's okay to be wrong sometimes!
- ② We promise to ask you clarifying questions.

GUARDIAN

Champion of Responsibility
& Organization



- ① Keep asking us the difficult questions.
- ② We promise to stay engaged with you as long as we can.

CONNECTOR

Champion of Relationships
& Strategic Partnerships



- ① Sell us your ideas as passionately as you can.
- ② When we critique your ideas, it's not personal.