

# Diamond

When your answer must dazzle.

## Problem

The problem is ...

## Benefits

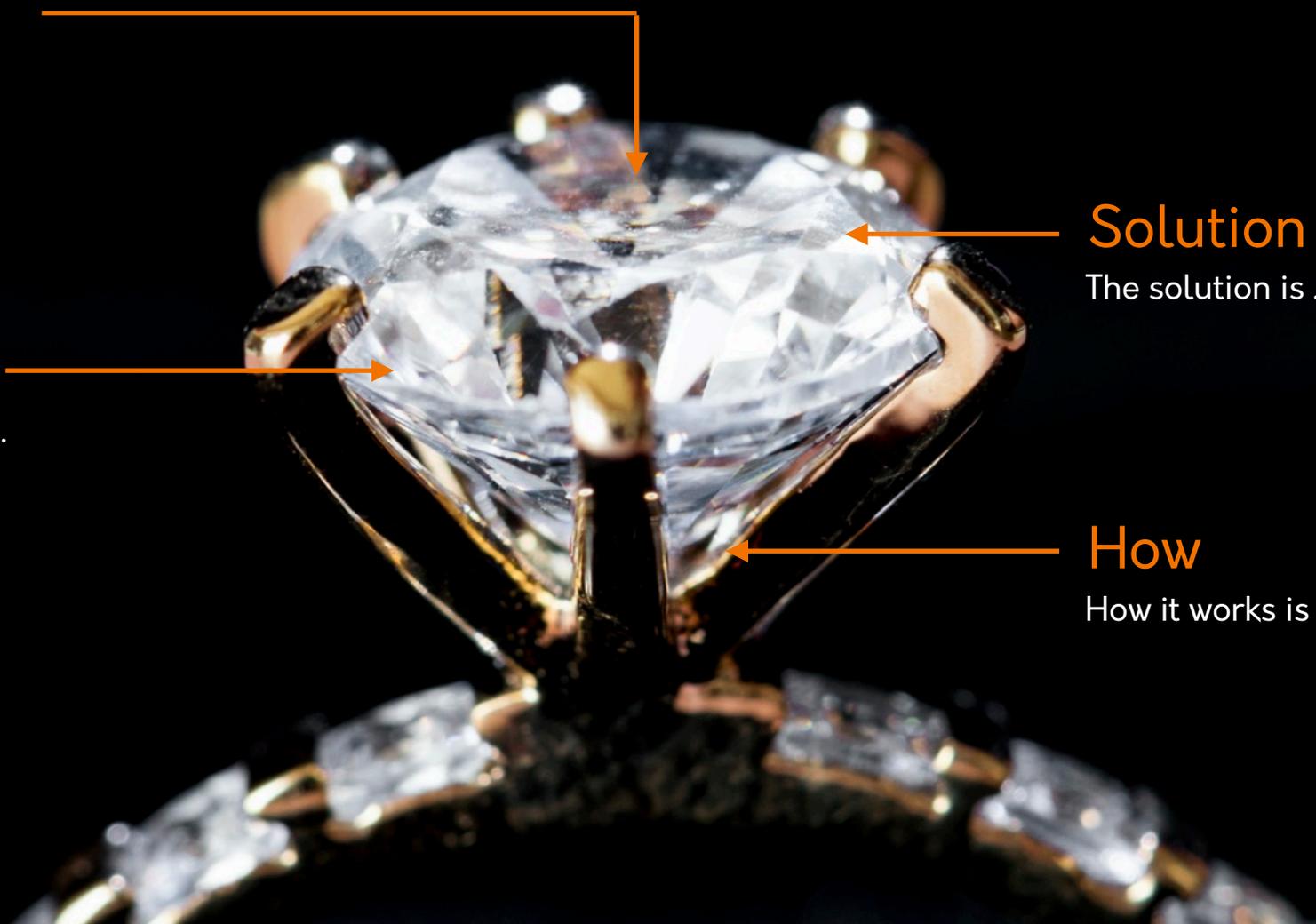
The benefits are ...

## Solution

The solution is ...

## How

How it works is ...



# Diamond

What did you wish you learned earlier in life?

## Problem

When I was younger, I was a poor listener. I was too excited to share my ideas.

## Benefits

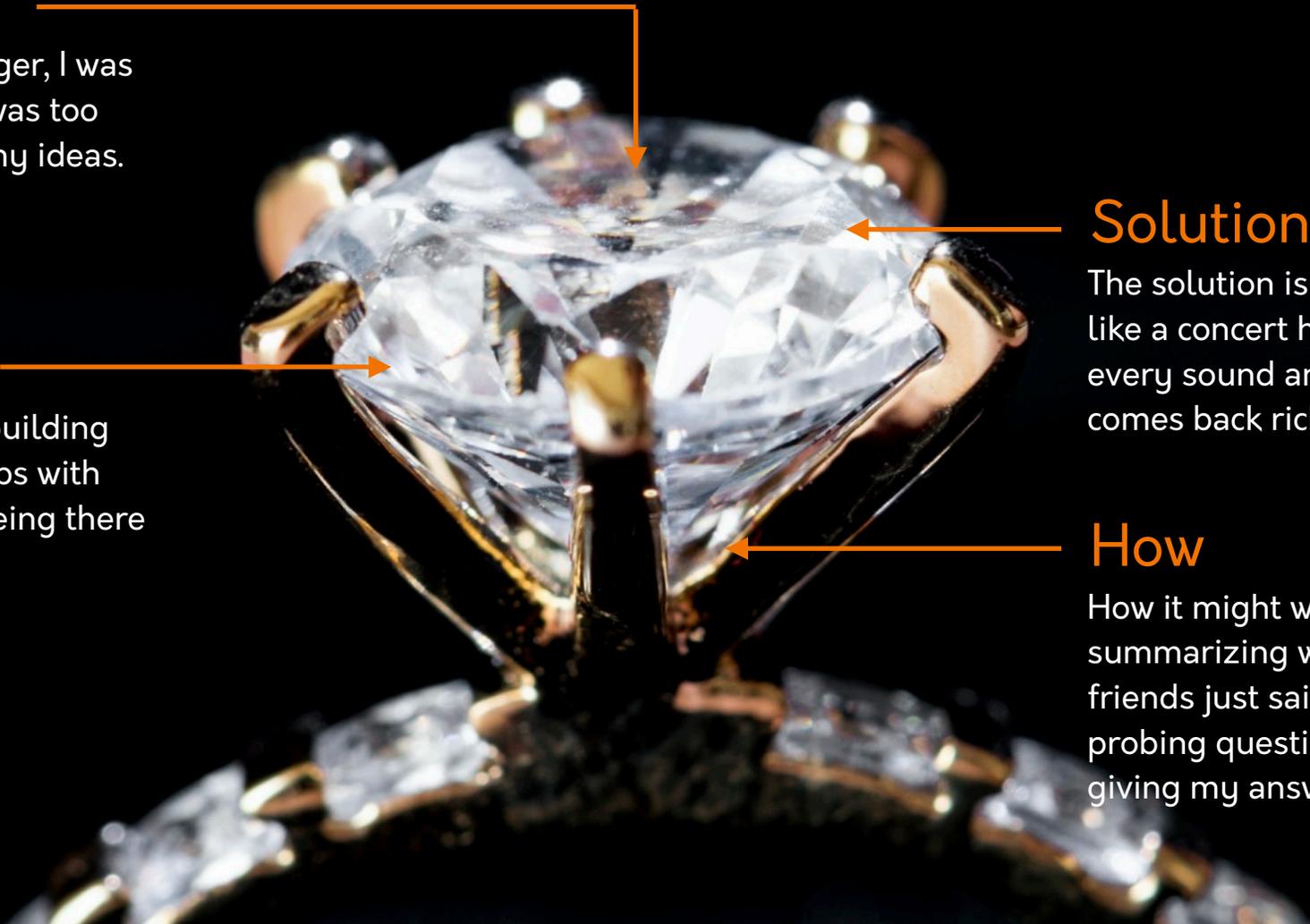
The benefits are building closer relationships with my friends and being there for them.

## Solution

The solution is to listen like a concert hall, where every sound and idea comes back richer.

## How

How it might work is summarizing what my friends just said, asking probing questions, then giving my answer.



# Diamond

## Why are people afraid to speak up?

### Problem

The problem is people are afraid to speak up and pointing out flaws in our strategic plans.

### Benefits

The benefits are creating more powerful solutions with less risk and more buy-in.

### Solution

The solution is to encourage quiet people to share.

### How

How it might work is have leaders bring up potential flaws, having those who dominate the conversation speak later, and inviting quiet people to share in a variety of settings.



# Diamond

## Tips

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### Diamond Shape

Zoom out when describing the problem, solution and benefits.

Drill into the details with the how.

### Link

Link each step. The solution only matters if you understand the problem. The how only matters if your benefits are convincing.

### Dazzle

Use your own words and personality to make your answers sparkle.

# Practice

1

## STEPS

Problem  
Solution  
Benefit  
How

2

## FUN TOPICS

What did you wish you learned earlier in life?

How would you pitch Netflix to your parents?

Justify splurging on a fancy new toy (car, iPhone, anything you like).

3

## WORK TOPICS

Why are people afraid to speak up?

Why can't we just hire a vendor instead of a full-time employee?

What's the impact you seek?



# You did it!

You didn't have to download this packet.  
To read this far. To take time and more  
importantly, attention, out of your day.

But you cared. Cared enough to want to  
make a difference.

The world needs more people who care  
like you. To step up. To take the leap.

With gratitude.

- Anwell Tsai  
Founder and CEO of Brantio  
[www.brantio.com](http://www.brantio.com)

What's next?

# Make it happen!

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## Play the Diamond Challenge

[www.brantio.com/  
diamond](http://www.brantio.com/diamond)

## Share

You may ...

Share with others  
Print + Email copies  
Post on websites

## Limits

You can't alter this  
guide or charge for  
it.



## Take the Leap

Your guide to making tough decisions.

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## Openers

Start with a bang!

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## Story

The most powerful way to spread ideas.

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## Hack

Use the familiar to explain the unfamiliar.

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## SPA

Handle hard questions.

[www.brantio.com/SPA](http://www.brantio.com/SPA)



## Probe

Ask beautiful questions.

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## Scoops

Answer questions quickly.

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## Opera

Manage people's emotions.

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## Time Machine

Give context to your answers.

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## Diamond

Give dazzling answers by connecting the dots.

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## Maple Syrup

Condense complex ideas into a tasty treat.

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## Pop

Make your data pop.

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