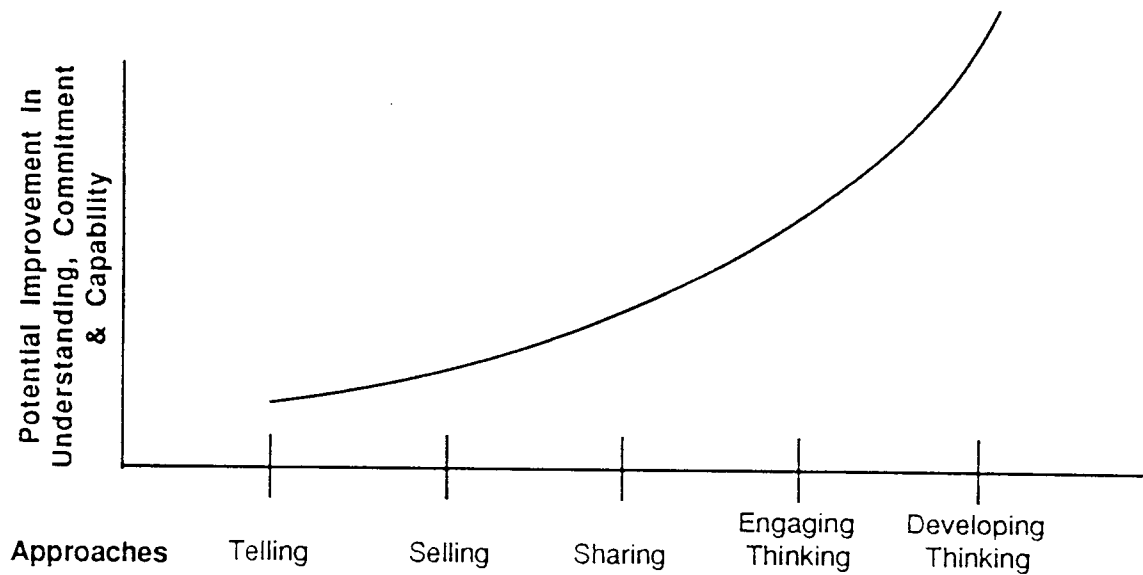


## RELATIVE IMPACT OF APPROACHES TO BUILDING UNDERSTANDING, COMMITMENT, AND CAPABILITY



### Definitions:

**Telling:** Primarily one-way expression of thought on what to do, when, how, etc.

**Selling:** Persuasion through emphasis of benefits to the listener.

**Sharing:** Interactive description of personal experience.

**Engaging Thinking:** Helping people think more deeply about a topic using their existing lenses, mental models.

**Developing Thinking:** Provide or enable discovery of a new way of thinking; improve quality of thinking through applying this.