**Chapter 4 - Delivering intended outcomes**

* The common mistakes, how to SET outcomes and WOW ’EM
* S.E.T. outcomes (Specific unmet need, End in mind, what must be True)
* W.O.W. (What’s missing, Be Open to how, Who)
* ’E.M. (Engage team & all stakeholders, Milestones by deliverables)

**NOTES**

What’s one significant challenge you are currently facing?

Write down your desired outcome

What is missing right now to make it so?

What suggestions have been made?

Is there anything you are not open to or not listening to?

Write down the script you might follow to re-engage others in solving the challenge or delivering your outcome

What milestones are important and which are inter-dependent?