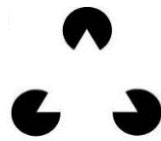


OsCAR for successful business interactions

Presented by DELTANOMIX - www.deltanomix.wordpress.com



Access

One key to maximize chances to succeed with critical business interactions is simply to get prepared! Running an effective preparation will allow you to get a clear understanding of the coming situation or event by gathering the necessary information from various sources, boost your knowledge of the topic at stake and intelligence around your counterparts or audience, share, discuss and align your views with the relevant internal stakeholders prior to the interaction itself. This will also give you a better grip on what can be expected or what can go wrong during the course of the real event, thus making you ready to face the unexpected.

Explore

The four-step method called “OsCAR” provides a simple framework to run efficient and powerful preparation meetings:



Objective setting

- What do you want to have achieved at the end of the interaction?
- Based on which specific criteria will you evaluate that you have reached your objective?



Context

- Who are your counterparts or audience?
- Why do they join the coming interaction and what do they expect from it?
- How do they (or their company) recently position in your ecosystem?



Anticipation

- What could go wrong? What should be the action course then?
- Which objections and comments could you expect? How will you handle those?
- What are the 5 most realistic what-if scenario? What are the alternative solutions or answers to those?



Rehearsal

- Clarify the logistic details (ideally, get a preview of the location of the interaction if you do not know it)
- Visualize mentally the conditions under which the interaction will occur
- Rehearse under conditions as close as possible to the real ones or role-play

Develop

<http://leadersyndrome.wordpress.com/2013/11/03/one-key-rule-for-successful-business-interactions-be-prepared/>