
Exercise 8-1. Identifying an intervention and clarifying perceptions.

Directions: Completing this exercise wraps up your work on steps 4 and 5 of the financial value process: identify intervention and clarify perceptions. If you prefer not to write in this book, go to the companion Website (www.astd.org/astd/publications) to download a PowerPoint file for this exercise.

1. Because perceptions shift over time, the first part of this exercise is to note today's date.
2. Write the name or a brief description of the intervention you would like focus your value communication on.
3. It is possible for your intervention to be taken for granted at one level and to be a potential surprise at another. For each level, put a check in the perception box that best describes how you believe your audience at this level perceives the value of your intervention.
4. Note a reason in the rightmost column as to why you arrived at a particular value perception for each level.
5. After you've completed this exercise, this might be a good time to have an informal discussion with your Senior, Mid, or 1st/Ops managers about how they perceive your value.

Steps 4 and 5: Solution and Perception

① **Today's Date:** _____

② **Your Solution:** _____

③

LEVEL	PERCEPTION			REASON
Senior	<div><input type="checkbox"/></div> Surprise	<div><input type="checkbox"/></div> Negotiable	<div><input type="checkbox"/></div> Given	
Mid	<div><input type="checkbox"/></div> Surprise	<div><input type="checkbox"/></div> Negotiable	<div><input type="checkbox"/></div> Given	
1st/Ops	<div><input type="checkbox"/></div> Surprise	<div><input type="checkbox"/></div> Negotiable	<div><input type="checkbox"/></div> Given	
Individual	<div><input type="checkbox"/></div> Surprise	<div><input type="checkbox"/></div> Negotiable	<div><input type="checkbox"/></div> Given	