ADVOCACY ACADEMY · FIELD3

Reading the Room — Worksheet

Profile live, in real time: catch what a person protects in the first two minutes, update your guess on the fly, and steer without losing your thread.

Pre-read

Expected archetype
Before the conversation: which archetype do you expect this person to be, and what do you think they're protecting?

Live-read plan

Opening question
The one open question you'll ask early to get them talking, so you can hear what they actually protect.

Disconfirm cues
Name two things you'd expect to hear if your pre-read turns out to be wrong.

Yield and stick

The yield
If they push back hard, what will you genuinely acknowledge before you say anything else?

Where you'll steer
After yielding, what ground will you gently steer the conversation toward?

Common ground

What you already share
Name one true thing you and this person share, even if you disagree on everything about the issue.

Before the conversation

- [ ] I'm holding my pre-read loosely, not delivering it as a script
- [ ] I have an open question ready, not a speech
- [ ] I know what I'd need to hear to realize I'm wrong
- [ ] I have a real yield ready, not a tactic they can smell

Build the muscle

Run the clipboard drill before a meeting that matters: guess a stranger's archetype in the first thirty seconds, ask one open question, check your guess against what they reach for. Ten conversations in an afternoon builds this faster than a month of study.