

6 Core Conclusions

An inspiring leader is always providing their audience with clarity, direction and wisdom. To ensure we do that we use the “2Box Technique”.

The 2Box Technique ensures, after consuming any piece of content we put out into the world, there is a specific conclusion we lead people to that increases their desire to either learn more from us, speak to us or be around us. We can do that by creating conclusions in each of the 6 realms.

Emotional Realm Core Conclusion

I don't need to feel_____ (Negative Emotion)

I can feel_____ (Positive Emotion)

Experiential Realm Core Conclusion

I don't need to experience_____ (Negative Experience)

I can experience_____ (Positive Experience)

Doing Realm Core Conclusion

I shouldn't be doing_____ (Negative Behaviour)

I should be doing_____ (Positive Behaviour)

Being Realm Core Conclusion

I don't need to be_____ (Negative Characteristic)

I can be_____ (Positive Characteristic)

Results Realm Core Conclusions

I'm currently not getting_____ (Negative Results)

Others are getting_____ (Positive Results - Social Proof)

Thinking Realm Core Conclusion

I don't think I can_____ (Negative Beliefs)

I can_____ (Positive Beliefs - Inspiration)