

# ASK U

REINFORCE | REPEAT | REVIEW | REWARD

## About The Asking Formula

Successful people know how to persuasively and courageously ask for what they want. They follow a simple, six-step, repeatable process called The Asking Formula. John Baker, creator and author of The Asking Formula, has taught this program to the country's leading companies and organizations. Many integrate Baker's program with their existing sales methods and established leadership training.

## About the author

John Baker is a former senior executive and sales professional at American Express and Ameriprise Financial as well as a consultant for some of the country's largest organizations. John is an award-winning author and internationally acclaimed speaker.

The Asking Formula consistently produces better sales, leadership and executive teams by teaching them to more effectively and successfully ask for what they want. John's clients have enthusiastically asked for more resources that reinforce learning, keep it fresh and make it "sticky."

Introducing: ASK U. A breakthrough solution that presents The Asking Formula as a mobile solution.

## Why it works

Technology and cloud-based connectivity have revolutionized learning and training, especially for companies with a geographic diverse workforce or groups who are required to travel.

We've partnered with an expert in online learning and mobile technology to create ASK U for the iPad and iPhone. ASK U creates an Asking Formula "community" for your people to interact and collaborate online. ASK U users learn ongoing lessons from John Baker, practice and share their asking behaviors, receive helpful motivation from their peers, and earn achievements from their manager.

-  REINFORCES LEARNING AND KEEPS IT FRESH
-  UTILIZES ROLE PLAYING TO EFFECT BEHAVIOR CHANGE
-  SIMPLE, STRAIGHTFORWARD - MINUTES PER WEEK
-  LEVERAGES MANAGERS' TIME & CAN BE USED ANYWHERE
-  CAN BE CUSTOMIZED TO FIT YOUR SPECIFIC NEEDS

## What it does

**ASK U** simply and effectively puts The Asking Formula methodology into your hands utilizing four principles:

**REINFORCE |** Users have instant access to video that focuses on messages learned in John's workshop as well as a series of scheduled email and video lessons/updates.

**REPEAT |** Using video capture within an iPad (or iPhone), it's simple for a user to practice their best asking behavior, self-appraise it, re-record it and share it with his feedback circle.

**REVIEW |** Once a user has perfected his asking behavior, he sends a final recording to his Manager, who provides immediate feedback and measures the user's progress and performance.

**REWARD |** A Manager scores and rewards his teams' submission; runs contests; distributes awards, recognition, and "BFAs" (Big Fat Asks); shares "leaderboards" and more to create a competitive, gaming atmosphere. Reporting is real-time and actionable to motivate users' performance.



# This is Mel.

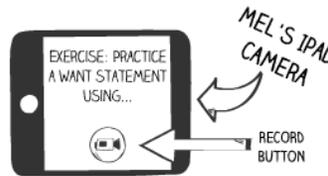
# Mel is registered for ASK U.

## Communication

Mel attends The Asking Formula workshop. The following day, he receives a follow-up email with information about registering for and downloading ASK U from iTunes. Mel watches a short video lesson from John Baker and the first exercise of the series to continue developing his asking skills.

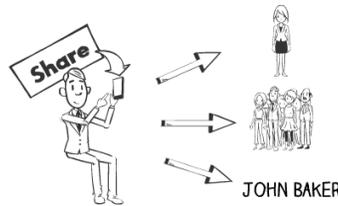
## Curriculum

Periodically over the next six months, Mel receives ASK U notifications to watch videos and complete exercises. To further reinforce what Mel is learning, John Baker invites Mel to online events on topical subjects. Mel practices responses to each lesson with his iPad (or iPhone) video camera and participates with his peers in feedback circles to which he's been assigned.



## Feedback Circle

When confident his asking situation is in good form, Mel shares it with his feedback circle — a predefined group of his peers; they watch Mel's video. *Mel's company can also have John Baker as a Coach in the feedback circle.* After careful consideration and reflection of what they have learned about asking behaviors, they provide their critiques — by video or audio recording (or text).



## Manager

Mel refines his response to an exercise after hearing from his feedback circle. He's confident that he's nailed it; he records it and sends to his Manager for review.

Mel's Manager assesses his video exercise and provides immediate feedback... gaining her real time visibility into Mel's — and her team's — progress and performance. If it's so very gosh darn good, she declares Mel's video a "BFA" (Big Fat Ask) and shares it with other teams, motivating Mel for continued good performance. Huzzah!



## Reporting

Mel's Manager has a real-time ASK U snapshot of who on her team is performing the exercises well and who needs encouragement or additional coaching. She can also see the lessons each individual has completed. She gets a monthly report of activity, status, performance, etc. that can be shared with her boss, her VP of sales...anyone!



See the story of Mel and Mel's Manager as they experience The Asking Formula and ASK U.

Watch it on [youtube.com/theaskingformula](http://youtube.com/theaskingformula).

