IN SO MANY WORDS WITH SHANE LUKAS · EPISODE 003

THE IMPLICATION TEST

Three questions, ninety seconds, before you criticize anything.

1 DOES THIS APPLY TO MY OWN WORK BY THE SAME STANDARD?

Not “do I feel bad about it.” If you ran this criticism across your own last three projects, would it return a hit? If yes — and it usually is yes — say so first, in the opening sentence, where it costs something.

2 AM I DESCRIBING A DECISION OR A PERSON?

Try restating it with no human subject. If you can, you are analyzing. If the sentence collapses without somebody in it, you are blaming — a different activity, and the room will respond accordingly.

3 WHAT WOULD CHANGE MY MIND?

Answer out loud before anyone asks. If nothing would, you are stating a position, not making a claim. Nothing wrong with that — something wrong with doing it while presenting as an analyst.

THEN OPEN WITH THESE THIRTEEN WORDS

“Before I say anything about how we have been describing this —

I wrote some of it, so some of this lands on me too.”

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