



OSB® Eloqui Template for Client Anecdotes

The OSB is a highly compressed, three act play. The narrative form and conversational format is easy to remember, and embeds the tale into listeners' memory. When told well, the Eloqui OSB becomes portable, and insures others will tell your story. Mental simulation is built into the template, allowing your audience or client to simulate the experience of working with you, which facilitates promoting your services and setting yourself apart.

OBSTACLE:

Without windup or too much context, focus on the most compelling aspects of the obstacle or challenge a client or customer faced. Make sure your description is colorful and brief.

Increase the tension and interest by adding two elements:

1. What was at stake (e.g. if the firm didn't make their numbers, they would go under)
2. Time sensitivity (e.g. the pitch was in three days)

SOLUTION: (Each Act is discrete, so only include Obstacles in Act 1 and Solutions in Act 2)

Using active verbs, describe three concrete actions you took on behalf of the client.

Make it more compelling by adding what you or the client discovered, revealed, or didn't expect.

Note: This section is vital because it demonstrates how you do business that sets you apart, and makes you critical to the success of your clients. Delivering this section well means you never have to read your resume or list your services.

BENEFIT:

In business, there is always an expected benefit, such as: "They won the contract..." or "We saved our client \$50k...", etc.

Begin with that, but then add the kicker, which is the *unexpected* benefit—to them, not to you. The unexpected benefit can be an epiphany; e.g. the realization of how the client can do business more efficiently, pitch bigger firms, or expand their client base. To discover the unexpected benefit, finish the phrase "Going forward..."

Notes: After learning this template, there is no need to say "The obstacle was..., the solution was..., or the benefit was...." Don't let the stitching show. Strive to make the OSB a seamless, brief story which is logical and concise.

Action Verbs

Use action verbs abundantly in elevator speeches, presentations and cover letters to promote achievements. They create strong impressions by suggesting visual images. Always include action verbs in solution statements.

Management	Communication	Research	Technical	Teaching
achieved	addressed	clarified	analyzed	adapted
administered	arbitrated	collected	assembled	advised
analyzed	arranged	conceived	built	clarified
assigned	authored	critiqued	calculated	coached
attained	communicated	detected	computed	communicated
conceived	corresponded	diagnosed	designed	coordinated
consolidated	counseled	disproved	devised	defined
coordinated	developed	evaluated	engineered	developed
decided	defined	examined	fabricated	enabled
delegated	directed	extracted	inspected	encouraged
developed	drafted	identified	maintained	evaluated
directed	edited	inspected	operated	explained
encouraged	enlisted	interpreted	overhauled	facilitated
evaluated	formulated	interviewed	programmed	guided
executed	influenced	investigated	remodeled	informed
implemented	interpreted	organized	repaired	initiated
improved	lectured	researched	solved	instructed
incorporated	mediated	reported	trained	instructed
increased	moderated	reviewed	upgraded	lectured
inspired	motivated	searched		persuaded
launched	negotiated	studied		presented
led	persuaded	summarized		set goals
motivated	promoted	surveyed		stimulated
organized	publicized	systematized		taught
outlined	reconciled	wrote		trained
oversaw	reunited			updated
prioritized	renegotiated			
produced	reported			
recommended	researched			
reevaluated	summarized			
reported	spoke			
reviewed	translated			
scheduled	wrote			
strengthened				
supervised				
united				

Financial

adjusted
administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
compared
computed
developed
estimated
forecast
forecasted
managed
marketed
planned
projected
reevaluated
reconciled
researched
sold

Creative

acted
applied
composed
conceived
conceptualized
created
designed
developed
directed
established
evaluated
fashioned
formed
formulated
founded
illustrated
instituted
integrated
introduced
invented
molded
originated
perceived
performed
planned
presented
produced
refined
rewrote
updated

Partnering

advised
aided
assessed
brought
clarified
coached
coordinated
counseled
dealt
demonstrated
diagnosed
educated
encouraged
enlisted
expedited
facilitated
familiarized
guided
inspired
maintained
modified
performed
referred
rehabilitated
represented
supported
upheld

Clerical or Detail

activated
altered
assembled
approved
arranged
catalogued
classified
collected
compiled
described
dispatched
edited
estimated
executed
gathered
generated
implemented
inspected
listed
maintained
monitored
observed
operated
organized
overhauled
prepared
processed
proofread
published
recorded
reduced
retrieved
screened
specified
streamlined
systematized

Additional Action Verbs

anticipated	experimented	lifted	received	scheduled
arbitrated	explained	listened	recommended	selected
charted	expressed	logged	reconciled	sensed
checked	extracted	maintained	painted	separated
classified	filed	made	perceived	served
collected	financed	managed	performed	sewed
completed	fixed	manipulated	persuaded	shaped
conducted	followed	mediated	photographed	shared
conserved	formulated	memorized	piloted	showed
consolidated	founded	modeled	predicted	sketched
constructed	gathered	monitored	prepared	solved
controlled	gave	motivated	prescribed	sorted
coordinated	generated	navigated	presented	summarized
counseled	guided	negotiated	printed	supervised
created	handled	observed	processed	supplied
defined	hypothesized	obtained	produced	symbolized
delivered	identified	offered	programmed	synergized
detailed	illustrated	operated	projected	synthesized
detected	imagined	ordered	promoted	systematized
determined	implemented	organized	protected	talked
devised	improved	originated	provided	taught
diagnosed	improvised	painted	publicized	tended
directed	increased	perceived	purchased	tested
discovered	influenced	performed	recorded	trained
dispensed	informed	persuaded	recruited	transcribed
displayed	initiated	piloted	reduced	translated
disproved	innovated	planned	referred	traveled
dissected	inspected	played	rehabilitated	treated
distributed	installed	predicted	related	troubleshoot
diverted	instituted	prepared	rendered	tutored
dramatized	instructed	prescribed	repaired	typed
drove	integrated	presented	reported	unified
eliminated	interpreted	printed	represented	united
empathized	interviewed	processed	researched	upgraded
enforced	invented	produced	resolved	used
established	inventoried	programmed	responded	utilized
estimated	investigated	questioned	restored	verbalized
evaluated	judged	raised	retrieved	warned
examined	led	realized	reviewed	washed
expanded	learned	reasoned	risked	weighed