KINDLING*

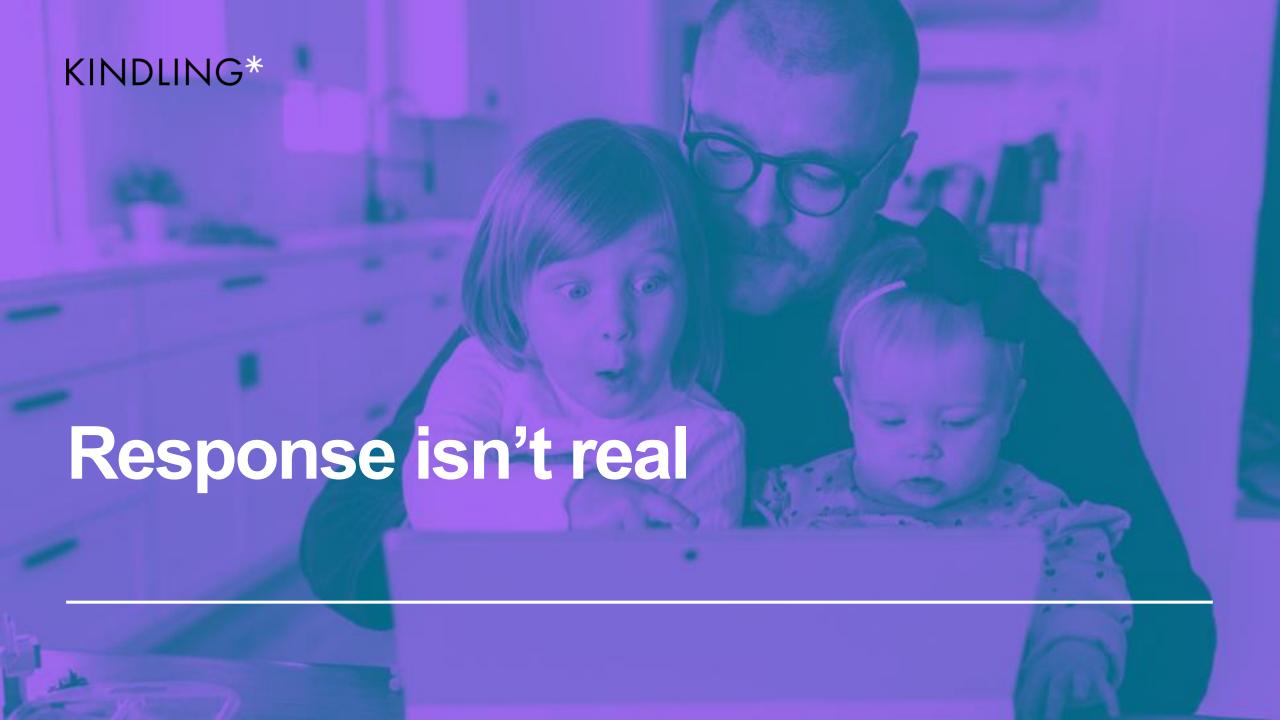
The ACID Test Jon Cohen

KINDLING*

JON COHEN

Asking For Trouble

Understanding what people *think* when you can't trust what they *say*





In the world of asking, the truth is not given, it is composed. And you are the composer.



If the soul is impartial in receiving information, it devotes to that information the share of critical investigation the information deserves, and its truth or untruth thus becomes clear. However, if the soul is infected with partisanship for a particular opinion or sect, it accepts without a moment's hesitation the information that is agreeable to it. Prejudice and partisanship obscure the critical faculty and preclude critical investigation. The result is that falsehoods are accepted and transmitted.

Ibn Khaldun





Our motivations for asking define our boundaries for listening. They determine who we ask, how we ask, what we ask and what we do.

Composition bias



- 1. Affirmation
- 2. Confidence
- 3. Insight
- 4. Decision



Step 1: Your approach to asking

Step 2: The questions you ask

Step 3: Your ability to listen

Step 4: The illusions you succumb to

Step 5: Your interpretation of response

Step 6: The decisions you take





The best researchers have a calm soul. They listen without agenda. They hear without their own needs or the needs of their clients clouding their mind.





Next time you ask, take the ACID test.



KINDLING*

jon.cohen@kindlingstrategy.com kindlingstrategy.com

*Great ideas need kindling