



So what?

HOW IS THAT RELEVANT?

This week I've found myself thinking "so what?" a few times when talking to people.

Someone wanted me to support their idea. Someone else wanted me to buy their product.

Both people were passionate and full of facts.

But during all of that I sat there thinking "OK, but so what?" ...and I wasn't being awkward, I promise 😊

I just had a load of questions.

Why is that relevant? What changes? Why should all that matter?

It reminded me of a great bit of advice - that it's easy to talk stats, numbers and facts.

But does the person listening really care about all that?

And if you can't answer the 'so what' question or explain why it does matter to someone then it probably doesn't.

This week was a good reminder for me. A nudge to think about how I make things matter to the person on the other side of the conversations I'm involved in.