



## **INSTRUCTIONS FOR THE TEAM LEADER: SET THE TONE**

Begin the meeting by explaining the purpose of the exercise. Emphasize that the goal is to foster open communication, encourage team bonding, and create a relaxed environment where everyone feels comfortable sharing their thoughts and experiences.



## **SELECT A CARD**

Choose a card at random from the deck.  
Note: Cards are organized by color, but you can mix-and-match or focus on one area.

**ORANGE** – Relationships & Communications  
**GREEN** – Strategies & Techniques  
**PINK** – Personal Growth & Development  
**BLUE** – Product & Market Knowledge



## **READ THE QUESTION ALOUD**

Once a card is selected, read the question aloud to the group. Encourage participation by inviting team members to answer the question. Allow time for everyone to think about their response, and encourage open, honest answers. Make it clear that there are no right or wrong answers—this is an opportunity to share perspectives and learn from one another.



## **FACILITATE DISCUSSION**

After each person has shared their response, facilitate a brief discussion around the answers. Ask follow-up questions if needed to dive deeper into the topic. Encourage team members to respond to others' answers, fostering a sense of collaboration and mutual support.



## **ROTATE THE OPPORTUNITY TO ANSWER FIRST**

To ensure everyone gets an equal opportunity to share, rotate who answers first with each new question. This helps balance participation and allows quieter team members to have a voice.



## **MAINTAIN A POSITIVE ENVIRONMENT**

Ensure the discussion remains positive and constructive. If a challenging topic arises, guide the conversation to focus on solutions and learning opportunities rather than dwelling on the negatives.



## **WRAP UP WITH TAKEAWAYS**

After a few questions, wrap up the exercise by summarizing key takeaways or insights gained from the discussion. Highlight any common themes or valuable lessons that emerged and discuss how these can be applied in your sales strategies moving forward.



## **ENCOURAGE CONTINUED DIALOGUE**

Encourage the team to continue these discussions outside of formal meetings. Building an open, communicative culture is an ongoing process, and this exercise is just one step toward achieving that goal.



## **BE ADAPTIVE**

Feel free to adapt the questions or the process to better fit the dynamics of your team (e.g., allow team members to choose the cards at random or select questions that resonate with them). The objective is to create an environment that works for everyone, so make adjustments as needed based on your team's preferences and feedback.