

Using The Third Point

2016 PNWS -
AWWA

Brian Murphy, PE

Sr. Project Manager, BergerABAM
President, The Pursuit Coach, LLC



Simple

Light

Useful

Effective

The Four Points

First Point - You

Second Point - The Other

Third Point - Object, Issue, Topic, etc.

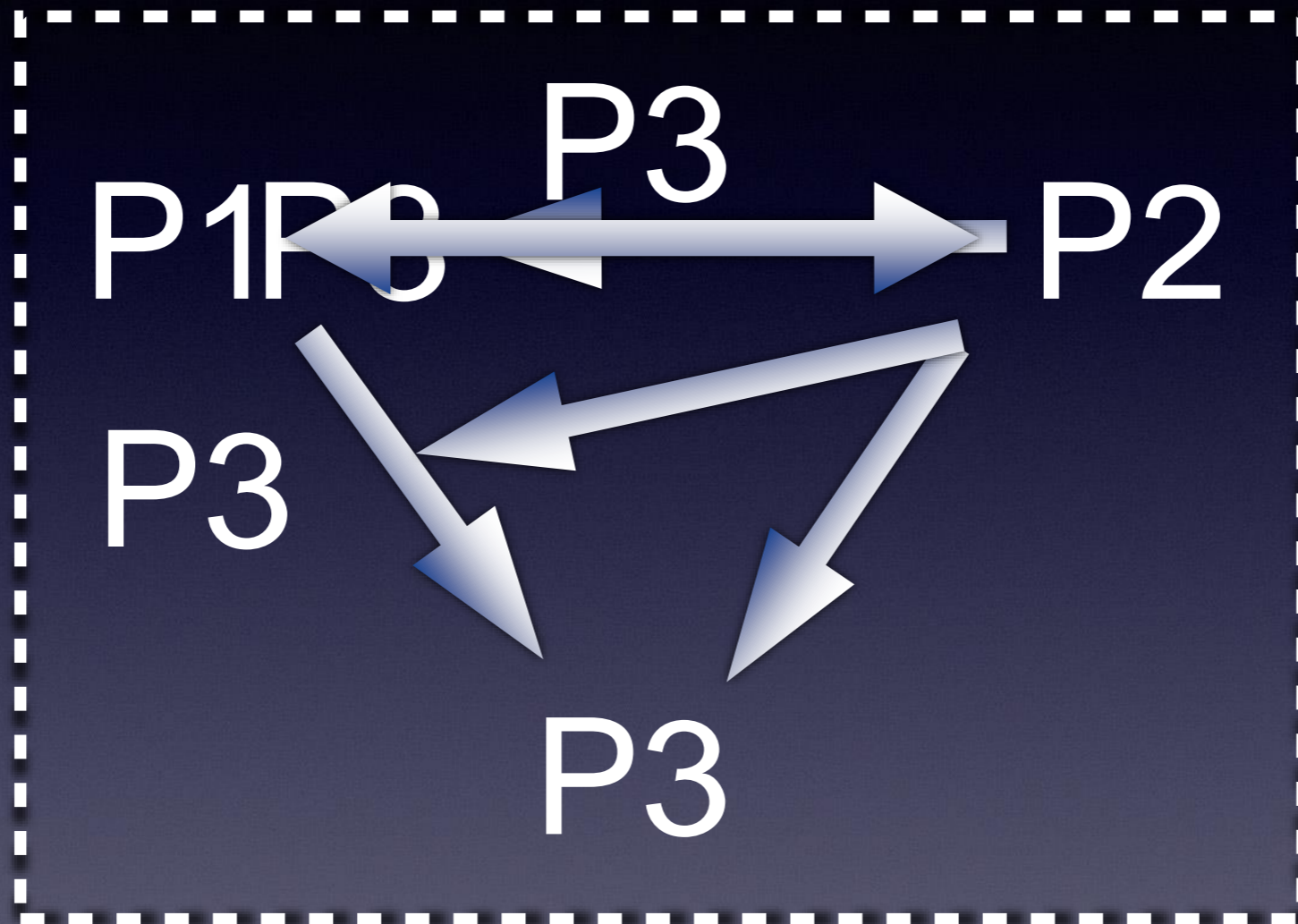
Fourth Point - Outside

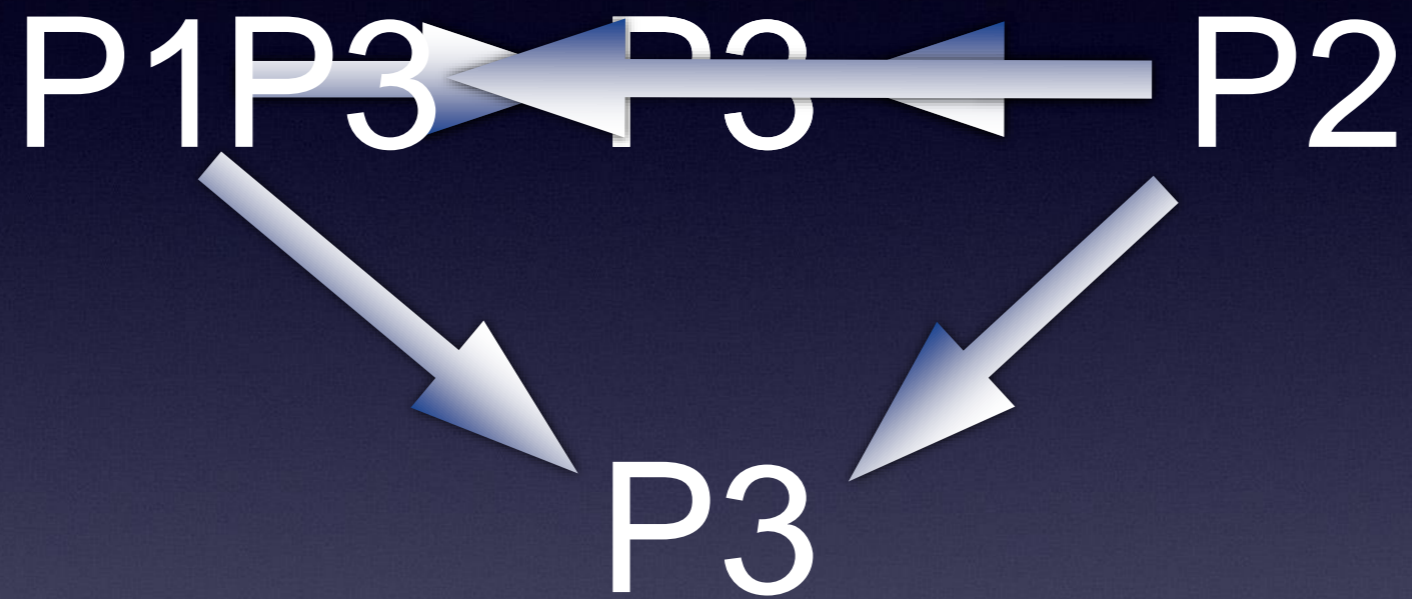
P1

P2

P3

P4





Sensing the Difference



actions lead to significant changes



Questions?

Brian Murphy, PE

503.866.2203

brian@thepursuitcoach.com

brian@ABAM.com

