OVERVIEW

Positioning Readback Test

Diagnose the situation, choose a target and capture the first insight.

CLIENT / ROLE	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to check how five potential clients interpret your message. Leave with a five-client readback log that can be tested in real, respectful, consent-based work.

WHY THIS MATTERS

Start with client interviews, manager challenges and permissioned programme feedback. Watch for explaining the message during the test. Review accurate unprompted summaries as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Audience fit		
02 Problem clarity		
03 Coaching fit		
04 Proof quality		
05 Differentiation		
06 Message recall		

QUICK REFLECTION

Which dimension is the best starting point for this focus: check how five potential clients interpret your message?

DEEP WORK I

Positioning Readback Test

Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review client interviews, manager challenges and permissioned programme feedback. What observed moment shows the need to check how five potential clients interpret your message?

02 What did the client, colleague or manager actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to check how five potential clients interpret your message, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: What did they believe you would deliver before you clarified?

06 How could you replace explaining the message during the test with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Positioning Readback Test

Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a five-client readback log contain to help the user check how five potential clients interpret your message? Name the first two decisions it supports.

08 Where might explaining the message during the test show up? How will you notice it and adjust before the client or a colleague is affected?

EVIDENCE AUDIT

Complete five rows while building a five-client readback log. Use only approved, non-sensitive examples.

SOURCE	WHAT HAPPENED	WHAT IT SUGGESTS	NEXT CHECK
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: What did they believe you would deliver before you clarified? Check: accurate unprompted summaries.

ACTION PLAN

Positioning Readback Test

Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from client interviews, manager challenges and permissioned programme feedback.	
02 BUILD	Draft a five-client readback log using that evidence.	
03 REHEARSE	Practise the move with a coach or peer and request one correction.	
04 TEST	Try it in one relevant, a real, consented work interaction.	
05 ADAPT	Review accurate unprompted summaries and change one thing.	

SUCCESS METRIC

Leading signal: accurate unprompted summaries. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

Positioning Readback Test

Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a five-client readback log to check how five potential clients interpret your message.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE **DATE**

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE CLIENT OR MANAGER'S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW **ACCOUNTABILITY PARTNER**

Keep client and employer data private. No results are guaranteed.