

Brag Better! Bragging Prompts

- **What did you specifically do?**
 - Not what the team did, the parts that you did.
- **What changed? What was it like before and what was it like after?**
 - People often forget to explicitly state context they're familiar with themselves. Help them make the transformation clear.
- **What did other people say?**
 - I was chatting with a coworker who told me he'd led a major facilities project. Only when I probed did he tell me that he'd won two awards from two different departments for that project!
- **Who did this help and how?**
 - Sometimes we forget to say what to us is obvious.
- **Why was it hard?**
 - What was the conflict or challenge, why is this accomplishment noteworthy?
- **Why are you excited about this?**
 - A lot of time this gets to real value of what the bragger did but that they haven't yet articulated well.
- **What does the bragger's target audience care about?**
 - Does an investor want to know you've delivered on time, on budget? Is your company on a cost savings drive or looking for ways to beat a new competitor? Does bragger's boss or grandboss have specific goals they've shared? Help the bragger show the value in the language that their listener will understand and care about.

You can learn how to host a brag lunch and subscribe to my free newsletter at
nadyadukeboone.com