

1. Create a safe space
2. Listen
3. Treat each individual with compassion AND as a human being
4. Keep your story to yourself
5. Celebrate the smallest of wins
6. Desires to understand your client's experience
7. Your client knows best – seek their intuition
8. Be a partner
9. Have the end goal in mind
10. No detail is too small
11. Get a commitment
12. Ask
13. "I don't know"
14. Brainstorm
15. Less is more
16. Expect a client to bring something into the room
17. Connect