



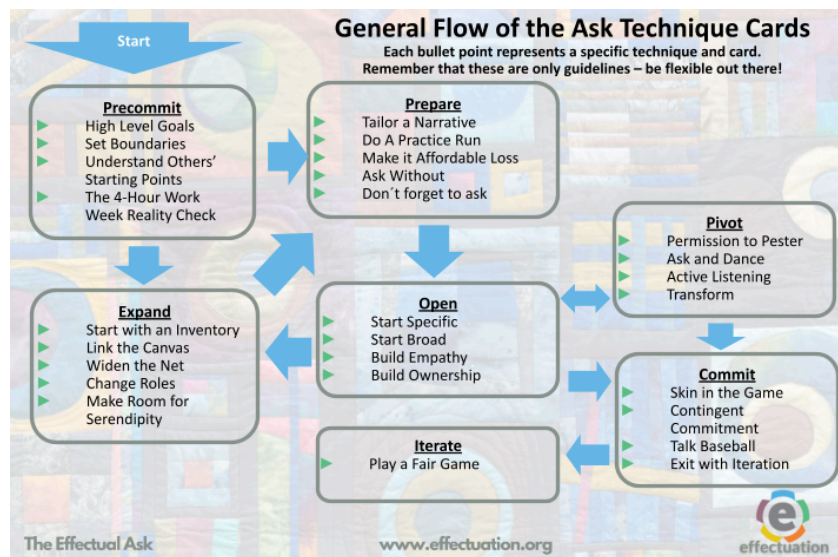
# The Three Minute Ask Teaching Note

## Instructions for Completing the Exercise:

The objective of this exercise is to gain experience with making an effectual ask. This exercise is best completed in groups of four or five students.

### What's Required:

- A venture idea - this could be one created for the exercise, the venture of a student, or a venture idea that emerged from a bird in hand exercise.



- Effectual Ask Cards or Effectual Ask Chart

### Instructions:

Students assemble in the group with a venture idea. They have five minutes to determine a high level goal they would like to achieve with the ask (eg. funding and advice).

Then the students get five minutes to construct an ask while focusing on one of the “Open” strategies in the Effectual Ask diagram. [[Printouts of Card Available Here](#)]

Then the group splits into three parts to practice the ask one or more times:

- The asking group - can be 1-3 people
- The recipient of the ask - this role should be of someone who would be a desirable target of the ask
- Observers and timer - the rest of the group

When ready, the timer sets the clock for three minutes and then signals go. The asking group gets three minutes to conduct the ask of the recipient. The observers watch the exchange for:

1. Whether the chosen technique is used
2. The clarity of the ask itself - is it clear to all parties?
3. Whether the ask group had to pivot in response to an objection from the recipient. If so, what was the pivot
4. Whether the ask group identified a sign of commitment.

The exercise can be repeated in the group with different roles.

One person can present the lessons to the larger group.

### **Discussion Questions:**

What opens were used?

What pivots were used?

What was the easiest role and why?