Better Culture Starts with Better Conversations
The design is simple.

**Learn** a core skill.

*Practice* it with a small group of people.

Give and *receive feedback* to lock-in the learning.

*Repeat* with the next core skill.

*See the results* in real time as you make progress on real leadership challenges.
Our Approach

CCL’s Better Conversations Every Day applies a simple and practical approach to teaching a set of complex skills. We focus on 4 core behaviors applied to real workplace challenges to build trust, fuel collaboration, enable better business outcomes, and create immediate results. The 4 core behaviors are also the learning objectives for this experience.

4 CORE BEHAVIORS FOR BETTER CONVERSATIONS

LISTEN TO UNDERSTAND
Listening is critical to building trust and respect. BCE equips you with a powerful approach to listening that involves paying full attention, avoiding premature judgment, reflecting empathy, clarifying, summarizing, and sharing.

ASK POWERFUL QUESTIONS
Great conversations begin with great questions, and BCE teaches you to enhance the quality of questions. The idea is not for you to solve the other person’s problem — but to provoke self-reflection and discovery.

CHALLENGE & SUPPORT
Our approach includes a simple, yet effective, method to establishing a clear picture of what is possible. The key is challenging current constraints and giving feedback.

ESTABLISH NEXT STEPS & ACCOUNTABILITY
The BCE experience improves outcomes by moving people to action and accountability. This happens through collaboration to define specific goals and focusing on the most important leverage points.
Difficult conversations need to happen because better conversations didn’t. CCL’s approach is to get ahead of it and equip people to avoid having really hard conversations that come as a result of waiting for a “crucial” point to arise. When a crucial conversation is inevitably needed, the Better Conversations Every Day (BCE) model unlocks collaboration and understanding while minimizing resistance.

Because the 4 core behaviors can be used every day, they are more likely to become habits that stick. Taking an approach to telling people how to navigate difficult conversations that may only happen once in awhile is less effective, as those skills and tactics — even if accurate — are unlikely to become habits or be leveraged by the individual in the heat of the moment in a crucial conversation. BCE is built for the “fog of war” when the brain is hijacked by emotions.

The Better Conversations Every Day model is informed by the world of neuroscience. People need to experience approximately a 4:1 ratio of positive and encouraging interaction to challenging interactions or will likely perceive them as threatening or overly critical. BCE equips participants to have both types of conversations. It aims to increase the amount of positive feedback and empowering conversations happening, which increases engagement, promotes psychological safety, and helps avoid triggering people’s threat response (which hurts performance and engagement).
## INTRODUCTION
- What’s going to happen today?
- Why have Better Conversations?
- Why these 4 Core Behaviors?
- What’s possible by having Better Conversations Every Day?

## LISTEN TO UNDERSTAND
- What is Listening to Understand?
- Practice Session #1: Listening for Facts, Feelings, and Values
- Listening Between the Lines

## ASK POWERFUL QUESTIONS
- What are “Powerful” Questions
- DEMO: Asking Powerful Questions
- Practice Session #2: Asking Powerful Questions

## CHALLENGE AND SUPPORT
- What does it mean to Challenge and Support?
- Challenge and Support using SBII
- DEMO: Challenge and Support using Questions
- Practice Session #3: Challenge and Support using Questions

## ESTABLISH NEXT STEPS AND ACCOUNTABILITY
- Focus the Conversation: Control, Influence, or Accept
- Reflection and Self-Coaching: Identifying next steps
- The value of Accountability

## TYPING IT ALL TOGETHER
- Self Evaluation: 4 Core Behaviors
- Practice Session # 4: Using all 4 Core Behaviors
- Commitment Statements

## END OF DAY
Impact 2-8 months after a one-day program: Results

- **87%** of respondents are more comfortable asking others for feedback
- **87%** of respondents are more comfortable giving their colleagues feedback
- **77%** of respondents are more comfortable giving their manager feedback
- **51%** of respondents said coaching and feedback conversations are more frequent and 55% indicated they are more effective.

*Financial Services Industry*
Sample Comments

– The sessions opened my eyes to providing feedback as the opportunity comes up with anyone I work with, not just people in my department.

– I’m very grateful for the Better Conversations training. It prevents “walking on eggshells” around unresolved issues.

– The most important thing I have observed from the training is a culture of accountability around giving coaching and feedback to others outside of your management hierarchy. It allows all of us to feel empowered to give and receive it – it is our responsibility to do so.

– This is a very powerful concept and turning it into reality is truly a culture game-changer for us.

– I notice when speaking with a colleague that they will begin to say something and then pause, seemingly remembering something from the training, and then rephrase in a more meaningful, thoughtful way.

– This will influence my approach to communications with others for the remainder of my career.
BCE Value Proposition

Better Culture Starts with Better Conversations

BCE creates a common skillset and equips all participants with the tools to break down communication barriers and bring your strategy to life.

Unlike other coaching skills programs, BCE is uniquely for everyone and every conversation — from those newer in career to the most senior leaders.