



Courageous Conversations

Sample Program Design





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Objective

There are many kinds of difficult conversations, but they almost always involve change. You need the person on the other side of the conversation to change their behavior, the results of their work, or to accept a change in the organization.

This workshop design will focus on the elements needed to turn a difficult conversation into a productive conversation: thorough preparation, careful messaging, and absolute clarity.

Participants will:

- Reset expectations aligning with vision, strategy and imperatives of team or organization
- Reinforce the positive
- Clearly define expectations
- Ask for the change

Pre-Assignments

Workshop Preparation

All participants should read these designated chapters from *It's Showtime: Richard Butterfield's Power of Persuasion* and prepare the following exercises.

Listening	Understand and provide examples of the Obstacles you may face during the conversation.
Preparation	Think of a difficult conversation you have had that might have gone better. Apply the Preparation Protocol in hindsight and share how it may have enabled a more productive conversation. Be prepared to take us through the Context, the Risks and Opportunities, and the Objectives.
Message Mantra	Be prepared to discuss the key themes that will keep you focused and on message during your next courageous conversations.



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Program

Typical Workshop Agenda

During this workshop, participants will share and build upon content developed during their pre-assignments. They will also practice their skills during real-time conversation simulations. Feedback and coaching will be provided throughout.

8:30 - 10	Welcome Listening for Obstacles
10:15- 12:00	Preparation Protocol Situation Assessment Risk/Opportunity Objective
1- 2:30	Key Messages Vision Affirm the positive Clarify expectations Desired Behavior Change
2:45 – 4:30	Confirm shared goals Q & A simulation and coaching

Customize It

Use the Power of Persuasion for Courage in any Conversation

There are many kinds of challenging conversations. Use the *Power of Persuasion* to give your team the skills and confidence to address any and all of them in a highly customized Courageous Conversation workshop.