

The Four Conversations Workshops

Long Format – Typical Outline:

- 1) What is a Conversation – and how can it limit Workplace Success?
 - a) Are We Blaming the Wrong Things?
 - b) How We Contribute to these Limitations
- 2) Conversations That Slow Things Down
 - a) Unproductive Conversations
 - b) Missing Conversations
- 3) The Four Conversations
 - a) Initiative
 - Designing and Delivering Initiative Statements
 - b) Understanding
 - Improving the Effectiveness of Understanding Conversations
 - Monologues Are Not Dialogues
 - The Myth and Pitfall of Understanding
 - c) Performance
 - The Likelihood of Taking Action
 - Improving Performance Conversations
 - Getting and Giving Good Promises
 - d) Closure
 - Three “A’s” of Closure
 - A Fourth “A”
- 4) Necessary Ingredients for a Productive Conversation
 - a) Accomplishment Ingredients: What, When, Why
 - b) Resource Ingredients: Who, Where, How
- 5) Conversational Profiles and Personal Effectiveness
 - a) Establishing Your Profile
 - b) Shifting Your Profile
- 6) Applying The Four Conversations: Tips for Practice
 - a) Keeping Your Promises vs. Saying Yes, But Doing No
 - b) Practical Promise Management: Where Do You Keep Your Promises?
 - c) Staying In Communication to Manage Relationships
 - d) Meetings: A Complete Waste of Time?
 - Manage Meetings with Four Conversations
 - Meeting Structures and Agendas
- 7) Addressing Management Challenges
 - a) Improving Other People’s Performance
 - b) Improving Your Own Personal Effectiveness
 - c) Improving Teamwork
 - d) Dealing with Breakdowns with Projects, Teams, and People

Short Format – Typical Outline:

- 1) What is a Conversation – and how can it limit Workplace Success?
- 2) Conversations That Slow Things Down
 - a) Unproductive Conversations
 - b) Missing Conversations
- 3) The Four Conversations
 - a) Initiative
 - b) Understanding
 - c) Performance
 - d) Closure
- 4) Necessary Ingredients for a Productive Conversation
 - a) Accomplishment Ingredients: What, When, Why
 - b) Resource Ingredients: Who, Where, How
- 5) Applying The Four Conversations: Tips for Practice

Contact Jeffrey:

Learn more about The Four Conversations Workshops by [emailing Jeffrey Ford](#), or call him at 614-921-8714 (Eastern US time zone).