Better Conversations Unlock Potential

The world is changing faster than ever before. Implementing new strategies to adapt to complexity and uncertainty while nurturing talent, maintaining productivity, and ensuring customer satisfaction requires high-quality, high-velocity communication.

**Conversations are the foundation.**

From grand business strategies and industry-sharing innovations to everyday interactions between frontline employees and customers, conversations are the software — the operating system of future-focused organizations. Improving the quality of the conversations in your organization, can shift the culture, accelerate positive business outcomes, and increase profitability. Poor-quality conversations foil the best strategies, frustrate, and demotivate high-performing talent, and impede organizational success.

CCL’s Better Conversations Every Day (BCE) Suite teaches core skills than enable richer, more transparent, and more productive conversations. These conversations expand perspectives, build capability and nurture an environment of psychological safety and trust. Plus, this simple yet practical research-based framework provides a lifeline to leaders during stressful and challenging conversations.

BCE Alumni report a **shift in mindset and expanded skillset** — resulting in conversations that have positively impacted the way they meaningfully communicate at work, as well as in their personal lives. Better Conversations Everyday skills are rooted in CCL research, designed using our unparalleled adult learning methodologies that expand mindset, plus our learnings from the 20,000+ hours we spend each year coaching clients 1:1. The program features CCL’s LACE framework of 4 essential practical and memorable communication skills that everyone can learn and apply.

It starts with better conversations. Experience how the art of conversation drives business results.

**THE 4 ESSENTIAL CONVERSATIONAL SKILLS - LACE™**

**BETTER CONVERSATIONS EVERY DAY**

- **L** LISTEN TO UNDERSTAND
- **A** ASK POWERFUL QUESTIONS
- **C** CHALLENGE & SUPPORT
- **E** ESTABLISH NEXT STEPS & ACCOUNTABILITY

$62.4 million per year — the average loss per company due to inadequate communication to and between employees
Better Conversations Every Day™ is the closest thing our clients have seen to a developmental silver bullet. Here’s what it can do for your organization:

- Transform Culture in a positive way
- Drive measurable business results
- Springboard the implementation of a new behavioral framework
- Promote retention and employee engagement
- Breakdown silos following a corporate restructuring
- Promote inclusivity and psychological safety
- Ignite a feedback-rich coaching culture

What our participants say:

- “A very powerful concept and truly a culture game-changer for us.”
- “I have observed a culture of accountability around giving coaching and feedback to others outside of your management hierarchy.”
- “It allows us to feel empowered to give and receive coaching and feedback — it is our responsibility.”

Through the power of exponential growth, as more people in your organization are trained in BCE™ the more transformative it will be to your entire culture. As influencers, high-potentials, and people leaders are trained in these core behaviors and begin to practice them in everyday conversations, they inadvertently teach others to interact in similar ways, gain perspective, and speak a common language. Conversational friction is lessened, candor is encouraged, in-the-moment coaching and feedback is practiced, mindsets shift, and growth and innovation result.

It starts with better conversations. Experience how the art of conversation drives business results. Give us a call at 336-545-2810 or visit www.ccl.org/BCE

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