

# BETTER CONVERSATIONS EVERY DAY™



Better  
conversations  
unlock potential.

## CONVERSATIONS ARE THE FOUNDATION.

The true picture of an organization's culture shows through its the conversations. Organizational culture is created and fortified through people's conversations — in the everyday interactions within teams and between employees and customers. 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.

Our Better Conversations Every Day™ suite teaches core skills that enable richer, more transparent, and more productive dialogue. 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.

**After the program, participants report a shift in mindset and an expanded skillset** — resulting in conversations that have positively impacted the way they meaningfully communicate at work, as well as in their personal lives. The skills taught in the program are rooted in 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 teaches participants 4 practical, essential communication skills using a memorable framework that makes it easy to hold better conversations at your organization every day.

Experience how the art of conversation drives business results.



The 4 Essential Conversational Skills — **LACE™**

BETTER CONVERSATIONS EVERY DAY™



**LISTEN TO  
UNDERSTAND**



**ASK POWERFUL  
QUESTIONS**



**CHALLENGE &  
SUPPORT**



**ESTABLISH  
NEXT STEPS &  
ACCOUNTABILITY**



#### 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.”

**USD \$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 leadership development initiative or organizational change
- Promote retention and employee engagement
- Break down silos following a corporate restructuring
- Promote inclusivity and psychological safety
- Ignite a feedback-rich coaching culture

Through the power of exponential growth, as more people in your organization are trained in better conversations, the more transformative it will be to your entire culture. As influencers, high-potentials, and people leaders learn these core behaviors and begin to practice them in everyday conversations, they support and enable 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 are practiced, mindsets shift, and growth and innovation result.

High-quality communication built on courage and candor leads to increased accountability, enabling your organization to adapt to complexity and uncertainty while nurturing talent, maintaining productivity, and ensuring customer satisfaction.

**Put simply, better conversations are a business imperative. Let's discuss how to bring them to your organization.**



## How to get in touch

Leaders need support to succeed.  
We're here to provide it.

Give us a call at +1 336 545 2810  
or learn more at [ccl.org/BCE](https://ccl.org/BCE)

