



Center for  
Creative  
Leadership

# THRIVING IN TODAY'S HYBRID WORLD OF WORK

## Hold better conversations every day — no matter where your teammates are.

Today, organizations are facing a huge shift in the way people want to work. Some may prefer working from home while others clamor to get back to the way things were — and, of course, some want it both ways.

There's no one-size-fits-all model for hybrid workplaces, and organizations may be uncomfortable in this unfamiliar territory. Why? Because achieving a more flexible workplace requires new skills to address new challenges. Your leaders may not be prepared for these shifts, know how to coach their people, or understand how to hold truly effective conversations when colleagues are largely collaborating virtually.

Addressing this challenge calls for new methodologies that are critical to fostering a positive, flexible, and *thriving* culture. **And it all starts with the daily conversations you and your people hold with one another.**

### | How CCL Can Help

Our Better Conversations Every Day™ (BCE) suite focuses on creating awareness and understanding of the core conversation skills that lead to not only becoming a better listener and more effective communicator, but also laying a strong foundation for addressing any organizational change or leadership development initiative. These skills are especially critical for success within a new hybrid workforce.

The BCE suite applies a simple and practical approach to teaching this set of complex skills. By focusing on 4 core behaviors, applied to real workplace challenges, you can build the **trust, psychological safety, inclusion, resilience, engagement, agility, and emotional intelligence** needed to thrive in today's — and tomorrow's — work environment.

## THE 4 CORE CONVERSATION SKILLS:

### 4 Core Behaviors for

# BETTER CONVERSATIONS



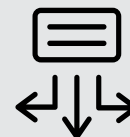
LISTEN TO  
UNDERSTAND



ASK POWERFUL  
QUESTIONS



CHALLENGE &  
SUPPORT



ESTABLISH NEXT STEPS  
& ACCOUNTABILITY

Truly **listening to understand** is critical to building the trust necessary for hybrid teams. Our Better Conversations Every Day™ (BCE) suite of solutions equip your team with a powerful approach to listening that involves paying full attention, avoiding premature judgement, and reflecting empathy — as well as clarifying, summarizing, and sharing.

**Powerful conversations begin with powerful questions**, and BCE teaches you how to enhance the quality and effectiveness of just that. Powerful questions not only make people feel seen and valued, but also help stress-test ideas — leading to more robust solutions.

When we **challenge and support** others, we help them see outside the limits of their current thinking to discover new possibilities. The key is challenging current constraints while giving people the feedback and support they need as they adjust to a new way of working.

The Better Conversations Every Day™ suite strengthens your culture and improves outcomes by **moving people to action and accountability**. This happens through collaboration to define specific goals and focus on the most important leverage points.

## FINDING THE RIGHT FIT FOR YOUR ORGANIZATION:

The BCE suite provides a clear, efficient path to an enhanced hybrid work culture and includes:

- ✓ **Better Conversations Every Day™ (BCE)**  
In this one-day experience, participants learn to solve workplace challenges with proven core behaviors. This unique program is suitable — and recommended — for every employee level in your organization.
- ✓ **Better Conversations Every Day at Scale**  
Amplify the learning across your organization with additional offerings that support understanding and applying the 4 core conversational skills. Available as a self-paced online course or as a set of four, 1-hour modules that can be delivered either live online or in person, to your people, or trained and licensed for you to deliver. These options can accommodate large cohorts of participants at once.
- ✓ **Better Conversations and Coaching (BCC) — Level I**  
This program goes beyond the basics to reveal insights and hone the leadership skills needed to ask the right questions, encourage exploration, build trust, listen for understanding, and offer effective feedback. Graduates receive 30+ hours of training toward certification from the International Coaching Federation (ICF).
- ✓ **Better Conversations and Coaching (BCC) — Level II**  
This advanced program builds on BCC Level I and is designed to develop your internal coaches into champions of a coaching culture at your organization. Alumni receive an additional 30 hours of training toward ICF certification.