



Better Culture Starts with Better Conversations

The culture of your organization is more powerful than your strategy and more persistent than your vision. It's the environment that enables performance or undermines it.

CCL's Better Conversations Every Day™ (BCE) starts with a simple — yet transformative — premise: that better culture starts with better conversations. No matter the size of your organization, BCE helps drive business outcomes and create lasting change. Uniquely created for everyone and every single conversation — from the front desk to the corner office — BCE's impact transcends that of a typical coaching skills program. This scalable, one-day experience creates a common mindset, skillset, and language and equips leaders with the tools to break down communication barriers and bring your business strategy to life.

Everyone wants better outcomes. Build them on a foundation of better conversations.

Our Approach

CCL's Better Conversations Every Day applies a simple and practical approach to teaching a set of complex skills. We focus on 4 core behaviors applied to real workplace challenges to build trust, fuel collaboration, enable better business outcomes, and create immediate results.

4 CORE BEHAVIORS FOR

BETTER CONVERSATIONS



LISTEN TO UNDERSTAND

Listening is critical to building trust and respect. BCE equips you with a powerful approach to listening that involves paying full attention, avoiding premature judgment, reflecting empathy, clarifying, summarizing, and sharing.



ASK POWERFUL QUESTIONS

Great conversations begin with great questions, and BCE teaches you to enhance the quality of questions. The idea is not for you to solve the other person's problem — but to provoke self-reflection and discovery.



CHALLENGE & SUPPORT

Our approach includes a simple, yet effective, method to establishing a clear picture of what is possible. The key is challenging current constraints and giving feedback.



ESTABLISH NEXT STEPS & ACCOUNTABILITY

The BCE experience improves outcomes by moving people to action and accountability. This happens through collaboration to define specific goals and focusing on the most important leverage points.



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.”

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:

- Drive **culture change** at scale
- Break down **silos and communication barriers**
- Unlock **employee engagement**
- Accelerate **emotional intelligence** at every level
- Address issues with **openness and respect**
- **Transform performance management** with everyday conversations that matter
- Ignite a **feedback-rich coaching culture**

Imagine a workforce with the courage and skill to unearth truth, grapple with difficult issues, unlock collaboration, and create liberating space for discovery and action — in real time, while doing real work.

Proven. Packaged. Ready to go. Let’s make this happen.

Delivery options include:

- **CCL-Facilitated**
- **CCL-Facilitated with dedicated mentor coaches at each table for a 4:1 participant to coach ratio**
- **Train-the-trainer options to equip you to deliver**

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

