

Talk is powerful. Engaging in the right conversation at the right time is key to both personal and organizational success. And it isn't just 'difficult' or 'crucial' conversations that matter. The Four Conversations clearly demonstrates it is the everyday dialogue we have with one another that is critical.

A Summary of the Four Conversations

Initiative Conversations: Effective Initiative Conversations propose a future or new idea in which you will tell people what you want to accomplish, when you want to accomplish it, and why it matters.

Understanding Conversations: These will be 2-way exchanges with explanations, questions, and discussion about how things could be done, who should be involved and in what ways, and where resources could come from.

Performance Conversations: Performance Conversations are specifically designed requests and promises that create agreements and commit people to taking action; they provide the foundation for building accountability.

Closure Conversations: These are the conversations that complete the past by closing out something that has already happened (or should have) but acknowledging fact, appreciating people, apologizing for mistakes, and amending broken agreements; they build credibility, accountability, and good relationships.

Excerpt from:

THE FOUR CONVERSATIONS: Daily Communication that Gets Results
by Jeffrey Ford and Laurie Ford

*The worth of a book is to be measured by what you
can carry away from it.*

James Bryce