



## MASTERING DIFFICULT CONVERSATIONS™

### A Considered Approach to Conflict

In this global era of business, quality service is a critical concern for corporate giants and small businesses alike. In light of this many organizations have embarked on large-scale cultural change programs around the issues of quality and service. While many have been successful, there is still a struggle to integrate the theory of quality service with the everyday way the organization functions. Likewise there is a delicate balance that needs to be struck between a focus on the process side of quality and that of bringing forth quality relationships with customers and staff alike.

‘Building A Winning Quality Service Strategy’ is designed to facilitate senior executives and key managers in deepening their understanding of what it means to be a customer focused organization, assess how customer focused they are currently and discover some key action steps they can implement to become more customer focused. Through lecture, group discussion and exercises, topics critical to quality service will be explored.

### PROGRAM DETAILS

#### Module 1: Shifting Perception

Our personal opinions about other people, whether true or false, can stop us from really listening to what they are saying. By examining the ‘tinted’ views we have of people and situations we can avoid the inaccurate assumptions that rapidly lead to misunderstandings and friction. Topics include:

- Distinguishing between hearing and listening
- Choosing your attitude: blame or growth?
- Switching negative filters
- Reducing stress by reframing difficult situations
- Expressing your emotions versus dramatizing them

#### Module 2: The Conflict Traps

While avoiding occasional, job-related conflict is impossible, it does not have to become so upsetting that it drives a wedge between you and the people you work with. In this module the participants learn the four conflict traps that keep conflict stuck in place - and what to do about them. Topics include:

- Fighting for the last word
- Saying everything is ok when it isn't
- Not wanting to talk about it – ever
- Serving up put-downs

### Module 3: [Speak Up and Be Heard](#)

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Many managers and staff have difficulty speaking up when adverse - yet not uncommon - conditions arise. This module examines the causes and costs of not speaking up and how they can have a significant impact on work performance and personal satisfaction. Topics include:

- The stories we tell ourselves
- What do we really want to say?
- Different levels of conversation
- Why we don't speak up
- Giving and receiving feedback

### Module 4: [The Three Daily Conversations](#)

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Most of the conversations we have at work are centered on action – making things happen, however this is not the whole story. For example: When you are looking to engage others in new ideas innovations and solutions a different set of conversational rules apply. Unfortunately many of the conversations we have at work are unproductive and generate neither action nor possibilities. This module helps clarify the three different types of conversations and their impact on productivity. Topics include:

- Action conversations
- Discovery conversations
- Inertia conversations

### Module 4: [A Blueprint for Successful Conversations](#)

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As important as they are, we often fail to plan for difficult and important conversations. This module takes participants through a structured and step-by-step methodology for conducting conversations that minimizes conflict, argument and bad feelings - while maximizing fruitful outcomes and improved communication. Topics include:

- Separating fact from fiction
- Speaking honestly, responsibly and with good intent
- Planning your conversation
- Pacing and Leading

- Using your pause and resume buttons
- Being smart about time and place

This program can be delivered in the following formats:

**One-day, half-day, keynote speech, or Webinar.**

## Methods

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- The methods used during this course include:
- Facilitation style imparting of information
- Individual and group role-playing exercises
- Written exercises
- Course workbook for on-the-job practice

## Biographies

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Karen Leland and Keith Bailey are the founders of Sterling Consulting Group, Inc. and the bestselling authors of six books that have sold over 300,000 copies worldwide. Their most recent book is *Time Management In An Instant: 60 Ways to Make the Most of Your Day*.

Over the past twenty-five years they have worked throughout the United States, Europe, Asia and South America with a diverse list of Fortune 500 companies in such industries as Banking, Transportation, Retail and Telecommunications. Among others their clients include: *Arco, Bank of America, Avis Rental Car, Johnson & Johnson, Oracle, Microsoft, Apple, Sprint and Xerox*.

They are sought after speakers who provide both motivation and practical hands on information in their presentations. They have spoken for such groups as *Young Presidents Organization, The Society of Association Executives, The Society of Consumer Affairs and the Direct Marketing Association* among others.

Because of their extensive experience and expertise they have been featured in dozens of magazines and newspapers including: *The New York Times, Newsweek and Time*. They also have extensive on-air experience and have been interviewed by *The Today Show, CNN, Good Morning America, Fox News and The Oprah Winfrey Show*.

Kaylyn Lehmann is a senior associate with Sterling Consulting Group and has consulted with companies on a wide variety of topics including: Managing Change, Conflict Resolution, Sales, and Train the Trainer.

After attending the University of North Texas and majoring in Applied Arts & Sciences, her career began at Outback Steakhouse as a training coordinator. Over the next eight years, she oversaw the opening of 29 restaurants and the training of over 5,000 employees.

Kaylyn specializes in employee retention and customer loyalty. She held the title of Vice-President of Guests for Not Your Average Joe's, a Boston based Restaurant Company, when they won the prestigious "Hot Concept" award from the National Restaurant Association.

As a consultant and trainer, she has worked with executives, managers, and front-line staff from AT&T, United Airlines, IBM, Johnson & Johnson's OrthoBiotech, Dupont and the Federal Aviation Administration among others.

For more information on the *Managing Difficult Conversations* workshop, keynote or Webinar, please contact Karen Leland or Keith Bailey at Sterling Consulting Group (415-331-5200), [info@scgtraining.com](mailto:info@scgtraining.com) or [www.scgtraining.com](http://www.scgtraining.com)

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