Actionable Conversations.

The Complete Catalogue of Leader-Led Conversation Topics

Conversations
that matter.

“Education is the kindling of a flame, not the filling of a vessel.”

—SOCRATES

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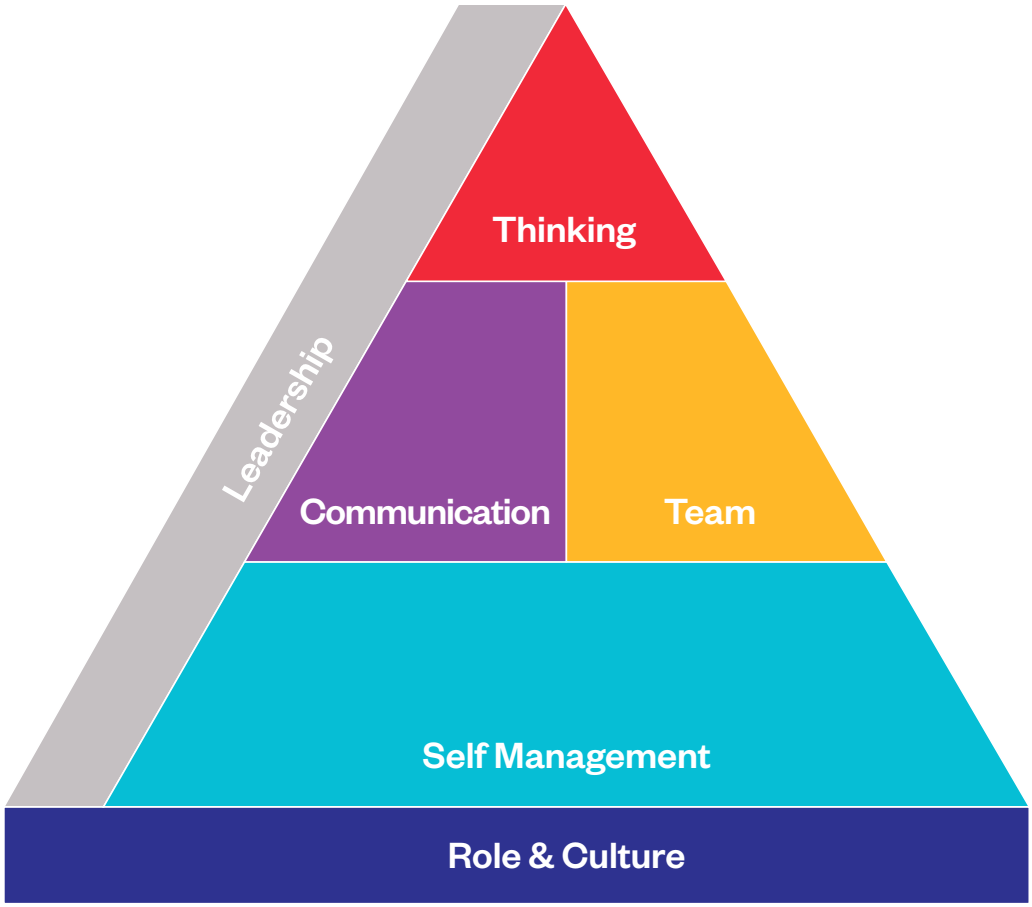

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Actionable Conversations: Good for Individuals, Teams & Organizations

Investing just **1 hour/month** into Actionable Conversations...

Develops Stronger Leaders

- The best way to learn is to teach.
- Develops facilitation & coaching skills.
- Increases **leadership credibility.**

Develops Individual Skills

- 42 modules to choose from, ensuring relevant learning.
- **Fresh insights** from popular business books.

Enhances Team Culture

- The #1 factor affecting employee engagement is **workplace relationships.**
- Sessions foster deeper relationships & trust
- Teams work through real business issues in a collaborative format.

Better conversations drive better relationships. Better relationships drive better engagement. And better engagement drives virtually every business metric you'd care to measure. Actionable Conversations provide busy team leaders with the tools for:

a) Better Group Conversations
Improving employee relationships & their own leadership credibility.

b) Better One-to-One Conversations
Strengthening individual relationships & developing a coaching habit.

c) Enhanced Accountability
Understanding what motivates each team member & supporting them in their self-directed growth.

d) Improved Team Dynamics
Helping the team gel around aligned objectives & shared understandings.

“Invisible threads are the strongest ties.”

—FRIEDRICH NIETZSCHE

Developing Engaged 21st Century Teams

The 21st century is a time of fierce competition in the business world. Our top employees have more options than ever before and are actively looking for opportunities that allow them to develop themselves, personally and professionally. Meanwhile, clients are looking for an exceptional experience from the companies they interact with. As leaders of a 21st century organization, you need to be actively building an organizational culture that supports your employees; a culture that promotes engagement, collaboration and innovation.

Through seven years of research and conversations with thousands of clients and consultants, we've determined that there are six core competencies required for success in the face of today's competitive realities:

- Role & Culture Fit
- Self-Management
- Team
- Communication
- Thinking
- Leadership

Relationships drive engagement & engagement drives business success.

A person who demonstrates mastery over these six areas is the definition of an Engaged Individual; someone with the skills and attitude to go beyond their job description in the service of their team, their company and/or their customer.

The term "engagement" gets tossed around, but ultimately, it's no more complicated than relationships. The top two reasons people quit their jobs is because of the relationships they have with (a) their boss, and (b) their immediate working group. Relationships drive engagement, and engagement drives business success.

Actionable Conversations: Engagement Through Dialogue

Actionable Conversations is a 21st century approach to developing 21st century culture and leadership. Leveraging top insights from the world's leading business books, our programs focus on conversation and action, helping your team members not only stay current on the most cutting edge business ideas, but actively (and measurably) put those concepts into practice.

Through Actionable Conversation Starters—60-minute, leader-led team learning modules—your people are not only gaining new skills, but growing stronger as a team as well. Actionable Conversations have been proven to increase productivity, employee retention and team morale.

How Do Actionable Conversations Work?

Your Actionable Consultant will help you identify the key areas to focus on, and the desired ROI for the program. Focusing on both the individual team and corporate needs as a whole, your consultant will build an overall curriculum — a storyline — that is typically 10 modules.

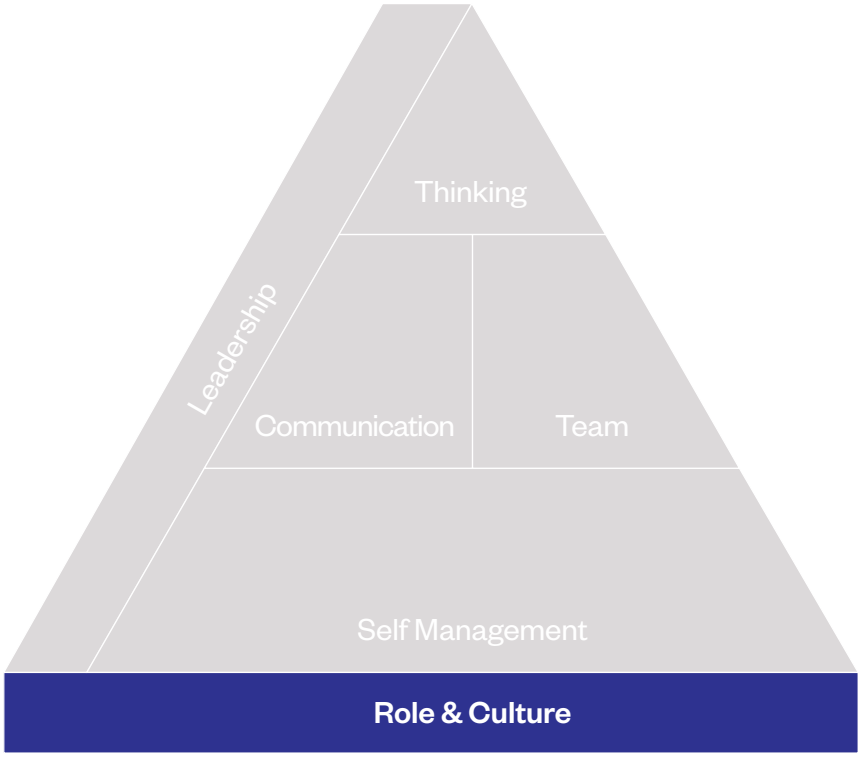
Scheduling is quick and easy for your internal team leader through Actionable's online platform. Once a month, the team leader will schedule a session. The system automatically sends the participants an article to read and sends the leader materials for preparation.

With access to the Leader Notes and the "Train the Trainer" video, the leader will prepare to host their team's conversation. While preparation takes longer the first time, typically only 25-30 minutes of prep time is needed to get ready for a session.

Actionable Conversations follow a fairly structured path: For the first 5-10 minutes, the leader will share a concept from a popular business book. For the next 45 minutes, the team will analyze that concept and figure out how it applies within their own team dynamic and organization. At the end of the session, each team member makes a commitment.

Team members log their commitment into the Actionable Engine. Automated daily check-ins, an accountability buddy, and monthly team leader follow-up are used to track each team member's progress. This 3-step process will identify whether the behaviour change took place and track it back to the organization's key business metrics.

Leader-led coaching happens alongside the Actionable Engine. Throughout the month the leader is aware of the commitments and can provide support to team members. We provide tips, tools, and techniques to have these coaching conversations in 10 minutes or less.



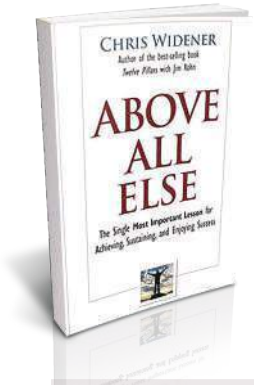
Role & Culture

The **Engaged Individual Pyramid** models the mentality of Maslow's hierarchy of needs—meaning that teams need to start at the bottom layer (Role and Culture) and work their way up. In order to have the most powerful impact, a team should master the previous layer before moving on to the next skill.

Role + Culture lays the foundation for the Engaged Individual. Without a sense of aligned purpose and team connection, the other areas are irrelevant. The three sub-categories below outline how these modules foster engagement and help individuals go above and beyond their job descriptions.

- **Role fit:** (WHAT) Reconnect individuals with their natural skill set and rekindle the enjoyment they have for their work.
- **Team Dynamic:** (HOW) Discuss how your team collectively operates and clarifies expectations.
- **Aligned Purpose:** (WHY) Create enthusiasm and unite your team through a shared purpose. Help individuals identify a particular aspect of the organization's vision that resonates with them.

LIVE | WEB | COMPLEXITY OF DELIVERY | REQUIRED OPENNESS OF TEAM



Breathe. Focus.

Individuals identify and overcome the elements in their lives that hold them back from accomplishing more. *Above All Else* uses the teachings of King Solomon and five disciplines to help stay focused on the truly important. Go further and enjoy your success more through simple practices.

WHAT YOU'LL BE COVERING

- Learn to create change by being consciously aware of your actions.
- Identify personal values, goals, and limiters.
- Actively integrate the five disciplines into life; create an accountability plan.
- Wrap-up discussion and encourage team members to share the message with others.

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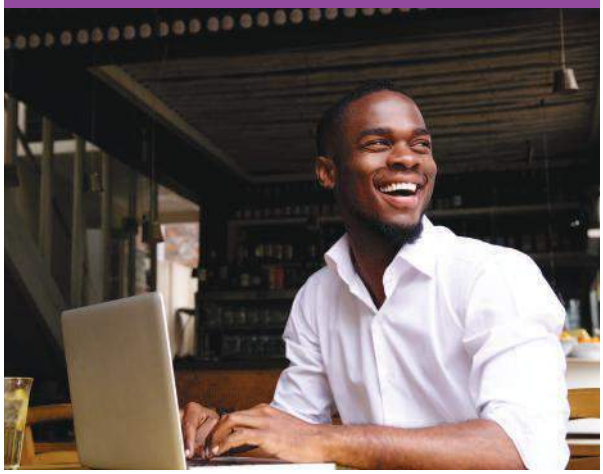
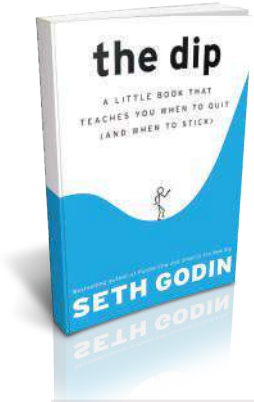
"Actionable Conversations with our team only represent 1% of our working time per month. When I think about our time focused on all the other business activities over the last two months, **it is the two Actionable Conversations that our team has participated in, the 1%, that stands out with absolute clarity for me."**

—MATTHEW TAYLOR. EXECUTIVE MARKETING DIRECTOR, YALUMBA





Pursuing Bigger Dips

The Dip, by Seth Godin, is a brilliant book about quitting. It's about quitting the distractions to focus on the right opportunities. It's about committing to the long term, high leverage projects—the projects you can look back on and be proud to have been a part of.

WHAT YOU'LL BE COVERING

- Discuss dips, cliffs and cul-de-sacs, and how to distinguish one from the other.
- Review team projects, and classify them as dips, cliffs, or cul-de-sacs.
- Team members identify what personally motivates them about each Dip activity.
- Reduce time spent on mediocre projects.

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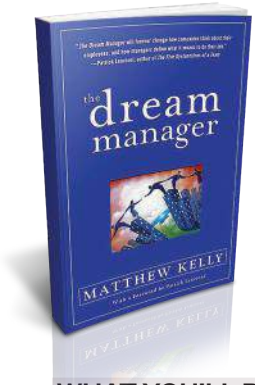

Tangible Dreams

All human beings have dreams—things they aspire to have, do, be or see before they die. But how much time do we spend thinking about them? How much time do we spend planning? Connect with the importance of dreams, create action plans for their attainment, and breed employee loyalty.

WHAT YOU'LL BE COVERING

- Overview and focused insight into how dreams become reality.
- Identify, prioritize, schedule, and make our dreams actionable.
- Think through and discuss all the elements that attract (or dissuade) you from a certain job.
- Individually create a plan to regularly connect with your dreams.

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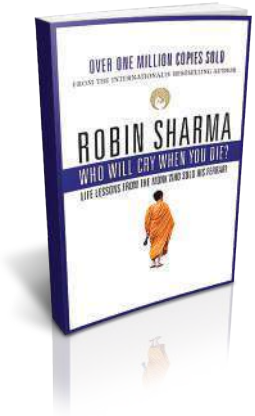
"Love the pre-reading materials! It gets the participants thinking ahead and warmed up for the topic."

—TANJA LOEB, LYMPHOMA CANADA

"The Actionable Conversations that we have been running in-house have been **an empowering and educational experience** for both the presenters and the participants. **The team is engaged, the learning is dynamic and we are seeing great results** in our customer service."

—SUE BENNETT, CEO / PRINCIPAL, BENNETT DESIGN



The Big Life

Connect your team members to their long-term goals, particularly their personal "legacy." Focusing on a combination of the accomplishments and the values they want to be remembered for allows individuals to focus on long-term gain and get less caught up in politics or unimportant details.

WHAT YOU'LL BE COVERING

- Discuss why today is a great day to start creating a legacy.
- Team members gain closure on past "failures" and find value in the setbacks.
- Individuals begin building a "legacy statement."
- Relaxation technique is used to disengage from the stresses of reality.

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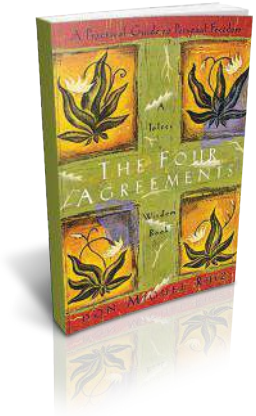
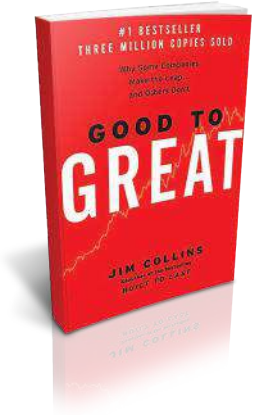


The Mental Warrior

Self Mastery is a crucial element to happiness and creating the life of your dreams. Many people, however, have been conditioned to see themselves as victims of their circumstances. Learn the four most important elements of self control, and how to make them actionable for your team.

WHAT YOU'LL BE COVERING

- Overview of the concept of social programming.
- Familiarize your team with each agreement so they can choose one to work on.
- A visualization exercise helps your team further commit to the agreement they wish to change.
- Discuss inevitable struggles and the value of sticking with it.



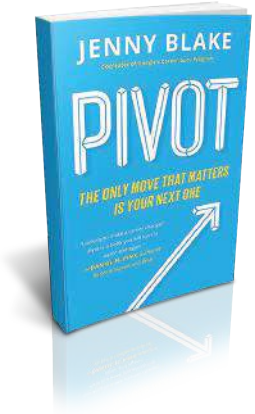
The Stockdale Paradox

Great for teams at extreme ends of the spectrum—overconfident or underconfident. Also good for the highly distracted individual who takes on everything and wants to be a part of everything. This conversation focuses on maximizing effectiveness.

WHAT YOU'LL BE COVERING

- Define and discuss the importance of The Stockdale Paradox.
- Use the "Hedgehog Concept" to review current activities.
- Build confidence based on talent, determination, and your clearly defined "world."
- Team members discuss how to help each other achieve personal greatness.

> **...when it comes to our careers, learning to pivot is Plan A. Pivoting, within our roles and throughout our careers, is the new normal.**
>
> — PIVOT



Map What's Next

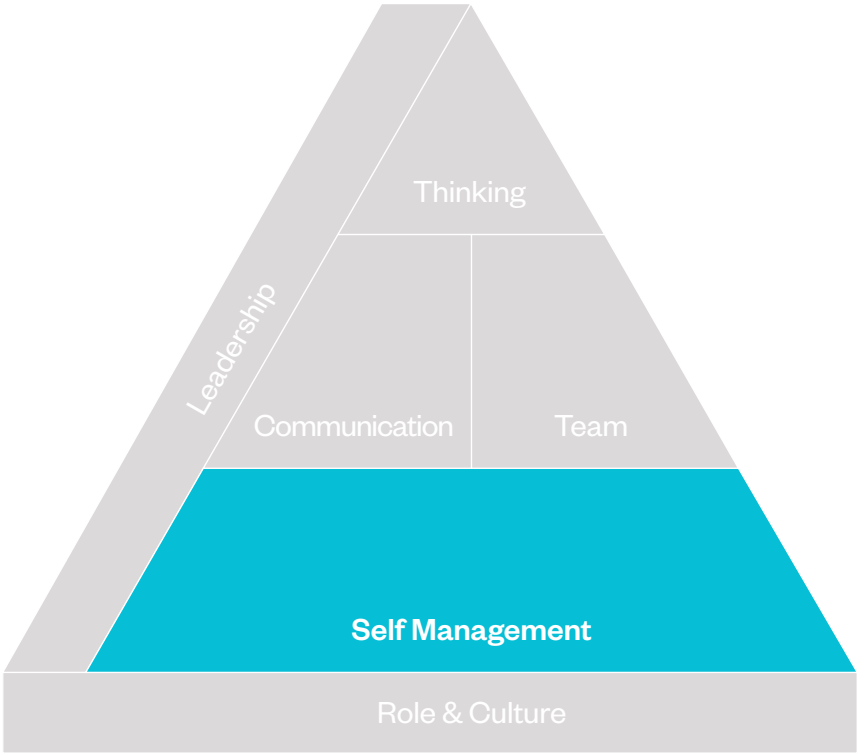
These days, the pace of work means individuals need always be thinking about how to shift and adjust their roles, skills and careers to meet the changing needs of organizations. This conversation focuses on how individuals can intentionally map their next career pivot, a purposeful shift in direction that creates renewed momentum in their role, work or career, and opens the door for continued discussions about career development within the team.

WHAT YOU'LL BE COVERING

- Discuss career planning and the importance of thinking ahead to what's next for your career, as well as a review of the Pivot Method from the pre-read.
- Think about past career moves, and discuss the strengths and experiences to leverage in pursuing an upcoming career pivot.
- Plan a future career pivot by working through the 4 steps of the Pivot Method (Plan, Scan, Pilot, Launch) individually, and then discuss potential individual and team pivots as a group.
- Make individual and team commitments to pursuing one element of the pivots identified during the Conversation.

“Culture eats strategy for lunch.”

—PETER DRUCKER

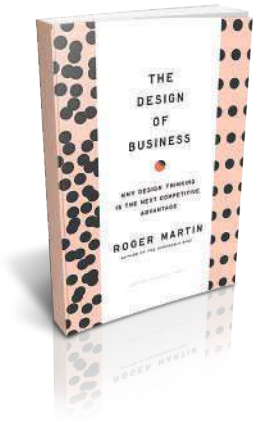


Self Management

Team members gain a greater sense of control over their work, the direction that it's going, and think more proactively about what steps they can take to have a greater impact in the organization and with the end client.

- **Time Management:** Individuals consider how they manage their days; they focus on how to work more efficiently and effectively.
- **Prioritization:** Identify what's important and what's urgent. Move beyond just "keeping up" to actually getting ahead. Team members realize the value of their contributions.
- **Planning:** Future planning for personal careers, organizational goals, and departmental goals. Intelligent planning as a group.

LIVE WEB COMPLEXITY OF DELIVERY REQUIRED OPENNESS OF TEAM



Corporate Designer

When we find something we're successful at (either as individuals or as companies), we tend to focus our energies there; refining, tweaking and making incremental improvements. *The Design of Business* shows us the importance of balancing mastery with innovation.

WHAT YOU'LL BE COVERING

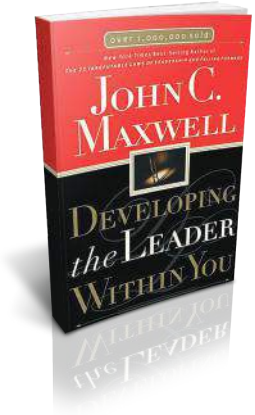
- Explanations of inner growth, outer growth, and the importance of doing both.
- Look at the heuristic and algorithmic elements of your team members' responsibilities.
- Encourage innovative thinking by taking a look at your business success (and challenges).
- Brainstorm (and make actionable!) creative ways to better serve customers and improve efficiencies.

Optional

- Staff members are encouraged to commit to try something new this month.

"It's an amazing thing to see someone get that 'Ah Ha' moment when the light goes on for them. I love how the conversations bring a team together, and bring some of our more introverted staff out of their shells. Plus, the conversations give our more gregarious staff some time to take the floor as well."

—NEIL SHEPHERD, PRESIDENT / CEO, THE SHEPHERD GROUP



Developing You

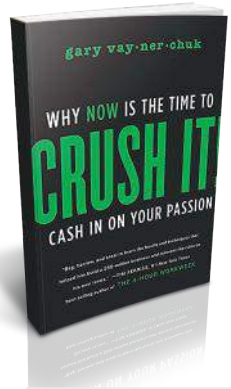
There are many differences between "managers" and "leaders." One of the most fundamental, however, is the idea that managers organize people, while leaders inspire people. Before you can ever inspire others though, you need to have a firm grasp of your regular tasks, and move beyond constantly "fighting fires."

WHAT YOU'LL BE COVERING

- Discuss the differences between management and leadership.
- Look at the "Importance/Urgency Matrix"; identify "high value" activities and streamline lower value activities.
- Discuss how to integrate more of the activities team members enjoy into their work.

"Learn how to master priorities by being efficient and effective in reaching goals."

—SAAKSHI VOHRA, TANKNOLOGY



No Shortcuts

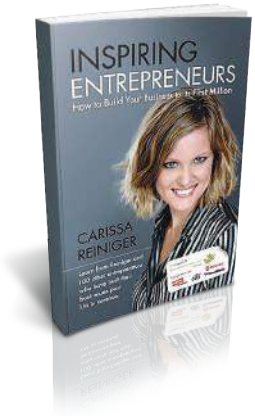
Passion is everything. But if it's not directed properly, and maximized for high leverage activities, that passion can easily burn out or produce unwanted results. This conversation is about funneling your team members' natural passion into the right activities.

WHAT YOU'LL BE COVERING

- Passion provides energy; learn how to make it last.
- Analyze and consciously build schedules to maximize efficiency.
- Short-term goals should all support and advance a longer-term goal.
- Personal connections are the inroads to success. Is your team connecting?

"Understanding how much of our time was spent on Craft Services and Down Time was enlightening for the team—we committed to reversing some of this non-value-add for value-add activity!"

—RHONDA SPARKMAN, CHEVRON AUSTRALIA

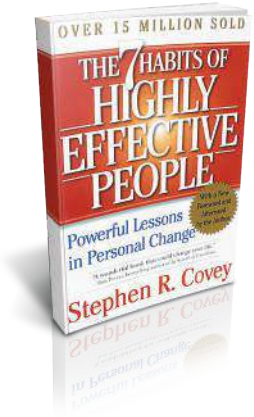


Passion Driven Planning

Inspiring Entrepreneurs is a book about connecting your passions with deliberate planning. While it's written for entrepreneurs, the messages from the book are applicable for the purposes of creating engaged employees within your organization as well. Use this conversation as a "pick me up" for revitalizing your team's passion for their work, and for your team objectives.

WHAT YOU'LL BE COVERING

- Discuss the importance of balancing passion with planning.
- Remind your team of what they were excited about when they first joined the business.
- Set specific goals and celebrations for accomplishing progress toward larger goals.
- Examine how to properly include and utilize people that want to help your cause.



Personal Victory

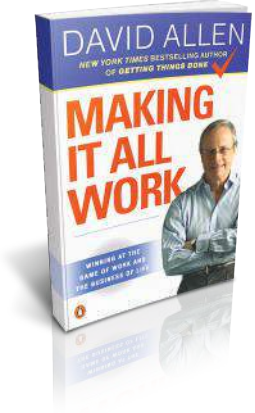
The 7 Habits of Highly Effective People is arguably the most well known personal development book of all time. We explore the first three habits, focusing on the theme of "personal mastery." Time management is great, but your team members need to know their larger scale objectives in order to schedule and manage their commitments.

WHAT YOU'LL BE COVERING

- Overview of "Be Proactive", "Begin with the End in Mind", and "Put First Things First"; build awareness that we all have control over our reactions.
- Apply Habits 1 + 2 to current goals or projects.
- Look at Habit 3 in context of time management and prioritization.
- Identify elements of our work that support both personal and organizational priorities.

"The content was great, the prep was easy and helped me feel confident in leading. We used it with our Future Leaders and they really enjoyed it."

—KIRSTA BEAKLEY, THE PAMPERED CHEF



Planning at All Levels

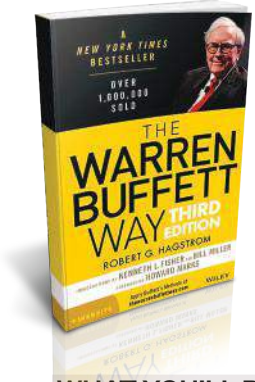
Making it All Work is the long awaited follow up to David Allen's seminal work, *Getting Things Done*. The overall objective of this conversation is Self Management; with a specific focus on planning. When actions are connected to a larger purpose, they become more deliberate and are completed to a higher standard.

WHAT YOU'LL BE COVERING

- Overview of the "Six Horizons" from your life; from Action right through to Purpose.
- Team members design their ideal life 10 to 15 years from now.
- Determine how aligned current activities are with long-term goals and visions.
- Planning for the future is great, but it's action that moves your life forward.

"[The] material was relevant to current projects and the team found this helpful."

—DENISE KETCHUM, LEVITT-SAFETY



Rational Billions

Emotion can be one of the strongest detractors from pursuing your dreams. Drawing from legendary investor Warren Buffett's principles for investing, we explore how to best curb emotion when it comes to impacting business decisions.

WHAT YOU'LL BE COVERING

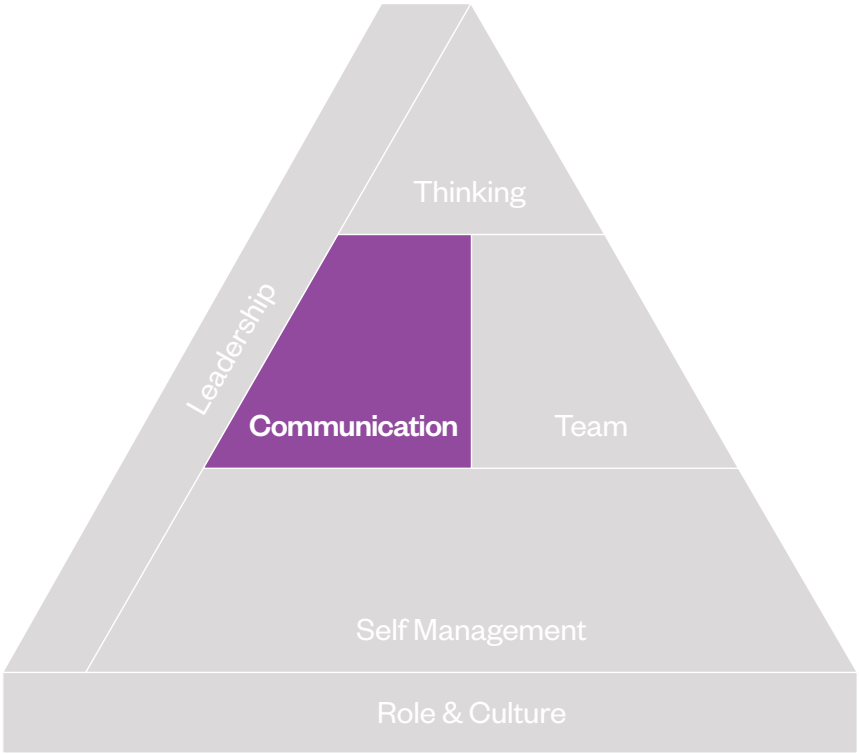
- Chances for success drop dramatically when working in unfamiliar areas.
- Focus on planning and scheduling as keys to success, and the importance of Reflection Time.
- Not all activities fit cleanly into pre-defined timeframes; share time goals with each other.

In evaluating people, you look for three qualities: integrity, intelligence, and energy. If you don't have the first, the other two will kill you.

—THE WARREN BUFFET WAY

“I know what things are good: friendship and work and conversation. These I shall have.”

—RUPERT BROOKE



Communication

How does human interaction play out in your workplace? This section focuses on specific skills to help your team members become more effective communicators.

- **Clarity:** Reduce the ambiguity, confusion, and frustration that comes about through vague communication. Say more precisely what you mean to say.
- **Empathy:** Communicate in a way that resonates with the other person and develop better listening skills. Throughout Communication and in this particular sub-category, we'll spend time on sales and how to sell more effectively. (Everyone who has a job is selling something at some point.)
- **Influence:** Learn how to drive behaviour change and form new habits.

LIVE | WEB | COMPLEXITY OF DELIVERY | REQUIRED OPENNESS OF TEAM

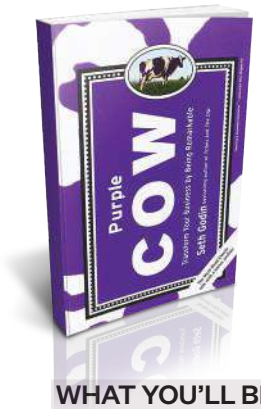
Are You Listening?

In *The Long Tail*, Chris Anderson explains the three areas of impact the Internet has had on the way we, as a society, buy and sell goods and services. In this conversation, we tackle how to apply the learnings from Anderson's book directly into our own sales process.

**This conversation is designed and best suited for sales teams.*

WHAT YOU'LL BE COVERING

- Variety, customization, and accessibility are major factors in customers' buying decisions.
- Re-examine key stages of the sales process with the purpose of identifying (and then maximizing) opportunities for customization by the client.
- Make the sale by connecting the new to something familiar.
- Collect data and learn the value and process for effectively following up on a sale.



Being Remarkable

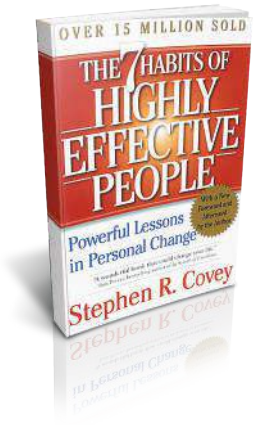
Being "a little bit better" than the competition doesn't work anymore. Referrals, reputation and "buzz-worthiness" all come from being remarkable. Teach your team members how to turn their standard interactions into something noteworthy.

WHAT YOU'LL BE COVERING

- Being "remarkable" has gone from a "nice to have" to essential to long-term success.
- Identify the attributes of your biggest supporters and how to maximize those relationships to build business.
- Each employee that touches a potential customer has the ability to be remarkable.
- Brainstorm ways to be remarkable when interacting with your client/potential client base.

"These conversations are so addictive! Through these highly participatory, focused learning sessions I am confident that I have strengthened my professional foundation, challenged stubborn ways of thinking and pushed myself (and my team) to implement acclaimed best practices. **Actionable is the way to train your whole team** in today's demanding corporate environment."

—DANIELLE LUNDY, SALES MANAGER, THE FAIRMONT ROYAL YORK HOTEL



Learning to Listen

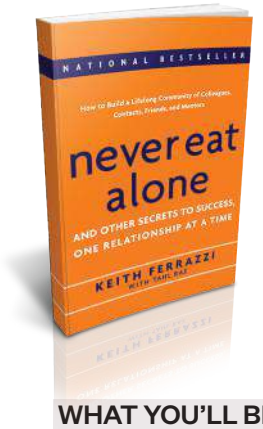
The 7 Habits of Highly Effective People is arguably the most well known personal development book of all time. The overall theme of this conversation is Effective Listening. There's a great deal of emphasis on speaking skills when thinking of strong leaders. While icons may be great speakers, truly strong leaders are actually better listeners than speakers.

WHAT YOU'LL BE COVERING

- Discuss whether speaking or listening skills are more paramount to leaders.
- Learn and practice the active task of true listening.
- Team members identify two people in their lives they can practice active listening with.

"My team enjoyed the conversation—we had a very open and good discussion."

—GISELE SEGUIN, MEAD JOHNSON NUTRITION [CANADA] CO.



Make Your Mark

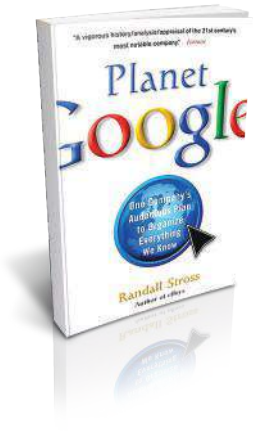
The ability to build strong, lasting relationships and develop a powerful personal network is one of the most crucial business skills of the 21st century. This workshop draws from the lessons of master relationship builder, Keith Ferrazzi, on how to make them genuine and meaningful.

WHAT YOU'LL BE COVERING

- Discuss integrity based networking—knowing what you need and what you have to offer.
- Brainstorm areas of expertise and the best ways to build an expert reputation.
- Utilize networks, and gain a stronger understanding of the value of human connection.

"This conversation was a great one for our team ... our team was highly engaged and it rabbit trailed off into a great conversation that proved to be a productive time."

—LORI MARTIN, CONSILIO



Passion Driven BHAGs

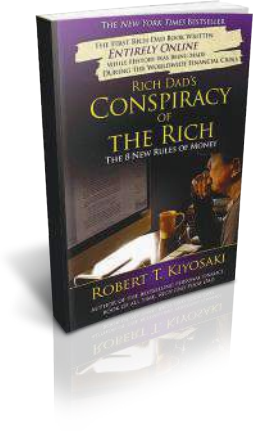
In *Good to Great*, author Jim Collins coined the phrase BHAG—Big, Hairy, Audacious Goals. In *Planet Google*, Randall Stross outlines Google's BHAG—to organize the world's information; a BHAG to end all BHAGs. Define your own BHAG, and accomplish it in a way that holds true to your values … following some of the examples Google has set.

WHAT YOU'LL BE COVERING

- Discuss the delicate balancing act of Google: maintaining growth as a corporation and the approval of the public at large.
- The team picks a personal milestone they are working towards.
- Client perception is almost always under our control and highly important to long-term success.
- Stay true to your BHAG, avoid distractions, and focus on the big picture.

"No matter how successful we are, it is still important to have goals."

—LINA NARDINI, SHIFT WISDOM

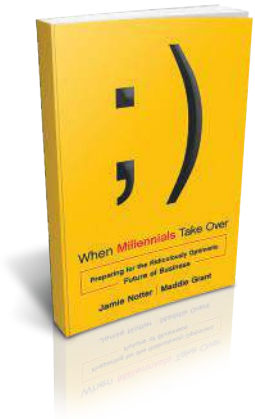


The Words We Use

While *Conspiracy of the Rich* by Robert Kiyosaki is technically a financial book, there's a lot we can learn from it, regardless of industry. The overall focus of this conversation is Effective Communication; specifically Empathetic Communication with our customers. When your team members understand that certain language can be relationship building when used effectively (and alienating when used ineffectively), they will be better able to relate to your customers.

WHAT YOU'LL BE COVERING

- Discuss the delicate balance between being seen as knowledgeable and seen as belittling.
- Not everyone hears the same words the same way; look at how this impacts client relations.
- Examine the "language" of the wealthy, the poor, and the middle class.
- Take a look at sales using another "financial" discussion from *Conspiracy of the Rich*.



Influencing Pace

In today's fast paced world, how we communicate can significantly influence the speed of work within our teams. Learn from millennials to understand where communication within your team is working well, and where it can improve.

WHAT YOU'LL BE COVERING

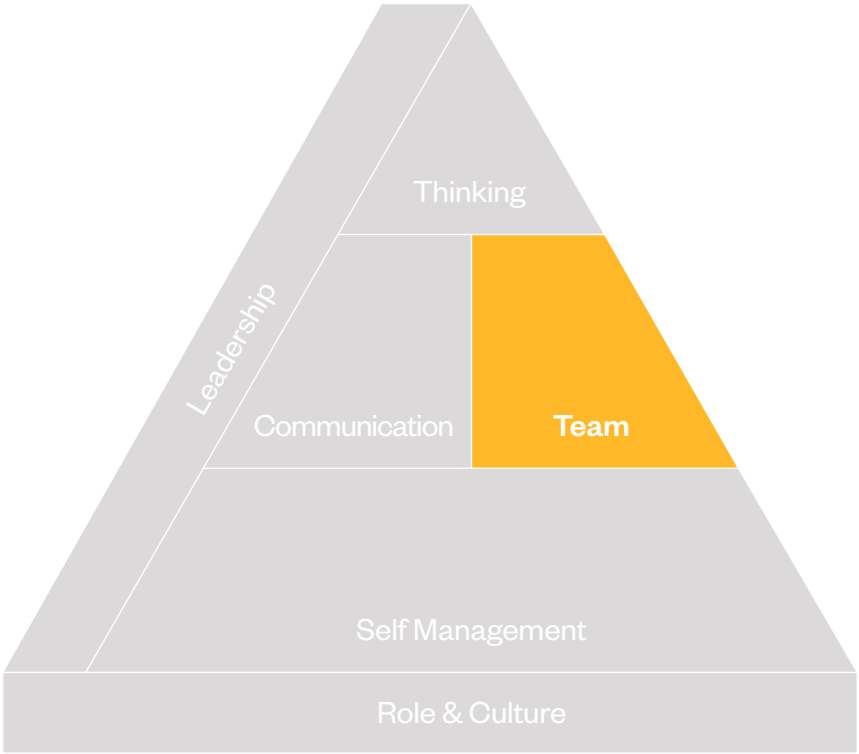
- Discuss how certain Millennial qualities can influence improvements in your communication. The team picks a personal milestone they are working towards.
- Analyze the types of information you need to receive, how it is sent, and the effectiveness of each method.
- Focus on the quality of information you're sending and receiving, and where you can improve clarity and transparency.
  **This activity is optional, if time permits.*
- Make individual and team commitments to improving communications.

Millennials may not be the first generation to be frustrated with bureaucracy and hierarchy, but they are the first generation to have been given the tools, on a huge scale, to get around them.

—WHEN MILLENNIALS TAKE OVER

**“The capacity to learn is a gift;
The ability to learn is a skill;
The willingness to learn
is a choice.”**

—BRIAN HERBERT



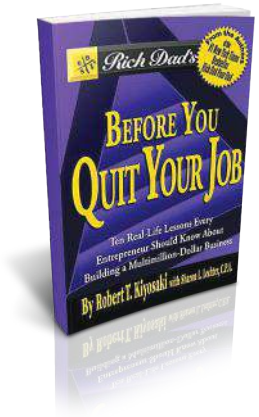
Team

This section of the pyramid focuses on team dynamics that exist in the workplace. We take a look at the mentality and attitudes team members bring to working with others.

- **Peer Interaction:** While you don't need to be best friends with your coworkers, each person should bring civility to the workplace. Respect is necessary to allow each person the space to do their work in their own way. This sub-category is great for when certain things have been bottled up or brushed under the carpet in the past; move forward and create an environment of respect.
- **Accountability:** Only effective teams are made up of individuals who are able to take personal ownership of their projects and responsibilities. Each individual doing so allows the team to thrive.
- **Collaboration:** If we as a group can leverage the individual strengths of each person here, where everyone is responsible for their own actions, then the sum becomes greater than its parts. As a team, we can accomplish more than individuals on their own.

"Being relatively new, [the conversation] gave me **an opportunity to interact with people** that I've only emailed and talked to a little in passing. It was nice to see people and talk to them about their strengths so we can **all utilize a better work atmosphere and lean on each other more effectively."**

—CLAYTON SCOTT, LEVITT-SAFETY

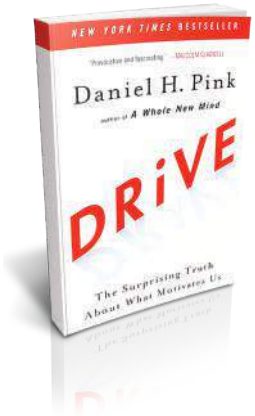


Knowing It All

While strong teams have specific, well understood objectives, it's important to remember that different people have different strengths and styles in accomplishing those goals. Utilizing these differing personality types can lead to increased teamwork, better results, and regular innovation.

WHAT YOU'LL BE COVERING

- No individual can be more successful than a smoothly working team of diverse individuals.
- Focus the team on a single, clearly understood objective; brainstorming creative ways to accomplish it.
- Identify the four dominant thinking styles, and which members from your team fit which style.
- Discuss ways to learn through failure, without risking losing your job.



Motivation 3.0

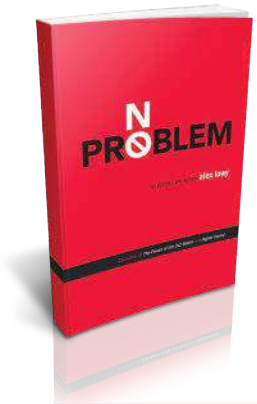
Successful teams in the 21st century move fast. Successful teams are comprised of autonomous, passionate, self-motivated individuals; each working on their own projects, each project furthering collective team goals.

WHAT YOU'LL BE COVERING

- Think and act beyond the training manual.
- Evaluate the team's "standard" tasks and consider whether they should be more or less systematized.
- Discuss how we "motivate ourselves properly in our tasks."
- Plan how the team will hold itself accountable to deliverables.

"We had a great discussion around **autonomy, mastery and purpose.** Fabulous conversation to launch our meeting."

—KRISTINA PROCTOR, PELMOREX



Problem Solving Fun

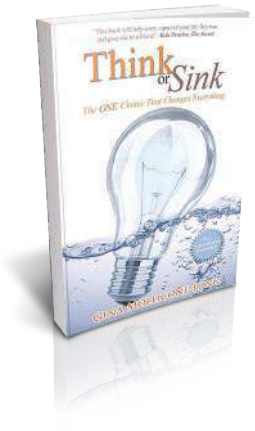
It turns out that the biggest challenge in solving a problem is often simply defining the problem. Once defined, different problems require different thinking styles. This conversation teaches the three different types of problems people encounter and provides tangible skills for working through them efficiently and enjoyably.

WHAT YOU'LL BE COVERING

- Attitude plays a huge role in solving problems.
- Evaluate the severity of a problem, and identify what people, skills, and tools are most likely required to solve it.
- Tackle the most difficult type of problem to solve: dilemmas.
- Reinforce that the roadblocks to solving problems are often attitude-based.

THE BIGGEST enemies of problem solving are ignorance and fear. They are a formidable duo; fear prevents learning that might eliminate ignorance, and ignorance reinforces the fear.

—NO PROBLEM



Realities

We all see the world through a unique lens and, to a major extent, the way in which we see the world dictates what we get out of it. *Think or Sink* touches on real-world neurology, providing a clear explanation of how our brains process information. Explore WHY we see the world the way we do, the impact that worldview has, and how we can change it moving forward.

WHAT YOU'LL BE COVERING

- Look at how we filter the information that reaches our conscious minds.
- Discuss how all of our brains filter information differently.
- Understand that our viewpoint is only one of millions of ways to see the world.
- Reflect on previous failures; learn to move past defeats quickly and with renewed passion.

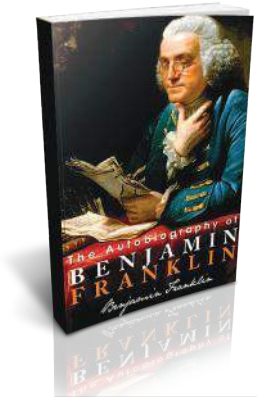
●○○○

"Don't focus on the problem; instead focus on the solution."

—MATTHEW LOOK CAESARS WINDSOR

"This was a really interesting conversation that **challenged some of our collective thinking.** We were having such a good discussion that we ran over time and scheduled an extra session to complete the topic."

— RHONDA SPARKMAN, CHEVRON AUSTRALIA



Reasonable Creatures

The purpose of this Actionable Conversation is to share and discuss the various programs Ben Franklin created in his own life, and apply them to our own lives in the 21st century.

WHAT YOU'LL BE COVERING

- Discuss the factors that Ben Franklin attributed his life's successes.
- Pinpoint justifications (conscious or unconscious) that are negatively affecting the quality or quantity of the work by team members.
- Recreate the rigorous system that Franklin used in his own life to build a program of constant improvement.
- Wrap up with the power of breaking goals into bite sized pieces.

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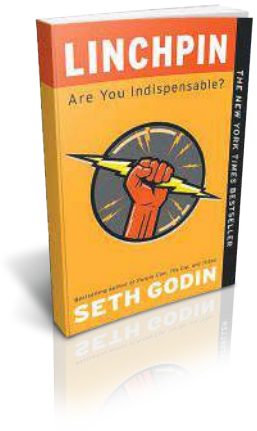


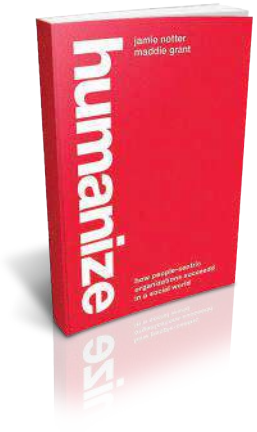
Ship. Period.

A Linchpin is someone who provides value beyond their job description. They bring passion to their work, and are constantly looking for ways to innovate and improve existing processes. Through this conversation, we will explore the key traits of a Linchpin and help your team understand the growing importance of becoming one themselves.

WHAT YOU'LL BE COVERING

- Passion is a mindset we bring to work, not one that we are given at work.
- Create firm "ship dates" for non-urgent—but valuable—projects.
- Success is a choice that we get to and have to make.

> **We don't have a talent shortage, we have a shipping shortage.**
>
> —LINCHPIN



Teamwork in a Social World

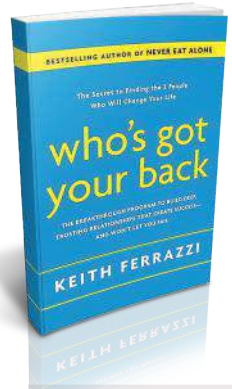
As organizations see an emphasis on social media use, the social behaviours we use externally with customers needs to also be reflected internally with team members and other colleagues. This conversation explores the four key behaviours of social teams—Open, Trustworthy, Generative, and Courageous.

WHAT YOU'LL BE COVERING

- To be successful in social media, your internal operations need to be social as well.
- Discuss new activities, programs or changes that could foster improvement.
- Explore what existing behaviours may be preventing the team from fully accomplishing the four factors.
- Focus on reinforcing the four factors in their day-to-day work.

"**It inspired a lot of dialogue** as it was a departure from traditional training sessions... I was little nervous running this since my department is a very technical one. However, **the instructor tools and guide were amazing.** I stuck to the script [but] quickly started ad-libbing on points that were relevant to the team. Great conversation! It gets you thinking outside the box."

— KEVIN ARAUJO, LEVITT-SAFETY



The Professional Buddy System

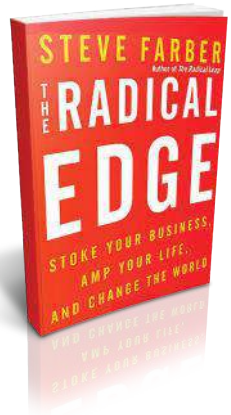
This Actionable Conversation will help you identify the specific opportunities and advantages of working as a team within your own group. Create an environment of generousity, vulnerability, candour and accountability.

WHAT YOU'LL BE COVERING

- Discuss the 4 core elements that allow for a strong, collaborative work environment.
- Identify the unique selling strengths of your individual team members.
- Explore balancing accomplish-based goals with the learning required to realize them.
- Encourage and develop team accountability.

"Every team member has their own special strengths."

—JACQUELINE MCINNIS, LEVITT-SAFET

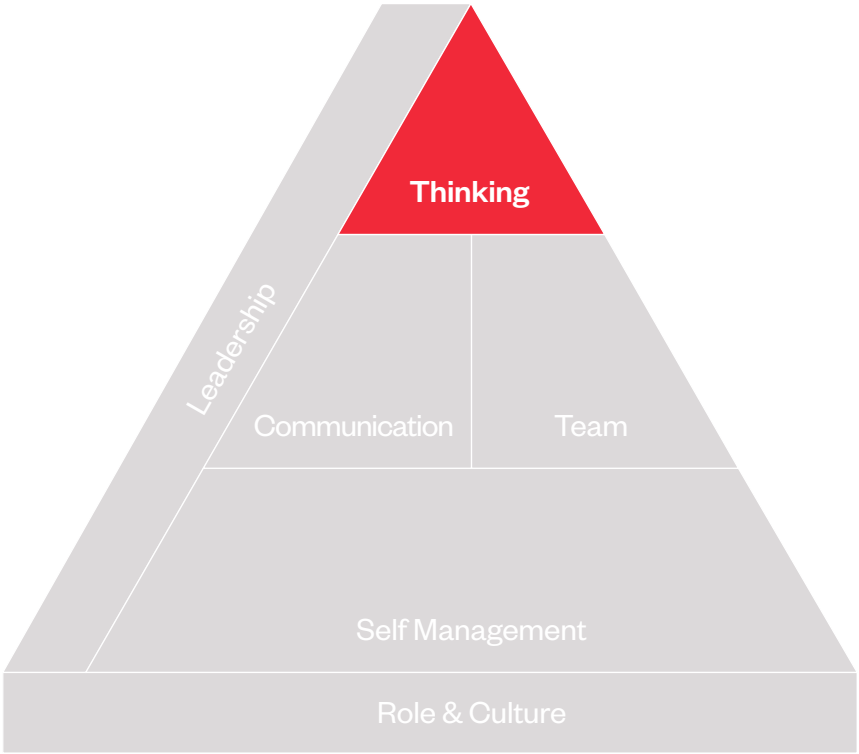


Your World: Expanded

Being a part of lasting change in the world is really a matter of defining a) The "frame" that is that world, b) What, specifically, you want to change and c) How you are best suited to change it.

WHAT YOU'LL BE COVERING

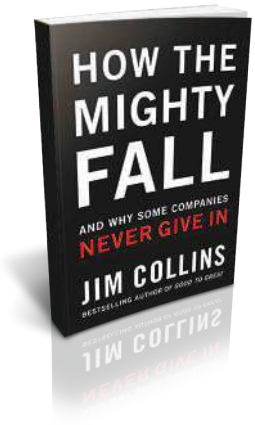
- Discuss setting parameters for trying new endeavours.
- Define the change you want to create.
- Define your "frequencies"—the summation of all your values.
- Use learnings to improve your ability to create positive change.



Thinking

Move away from doing without thinking—or maintaining the status quo—and take your team to the next level. Think strategically and proactively about what you're doing and where you're going. This section also focuses on how we think—about past accomplishments and past failures.

- **Learn from Mistakes:** Facilitate proper discussion and reflection on mistakes. Look at situations from the past that we can apply learnings from; determine how we can do this as a team.
- **Embrace Change:** Take ideas that are given to us and take ownership of them; change the mentality and attitude of those who have not yet learned to do this. Face changes and create something exceptional out of what may have been unexpected.
- **Micro-Innovation:** Create small, incremental improvements. This is not something that's a major event and not something done by "those people" but it's the little things that we all can do on a daily basis. Build systems, adopt an innovative mindset, and think differently about innovation.

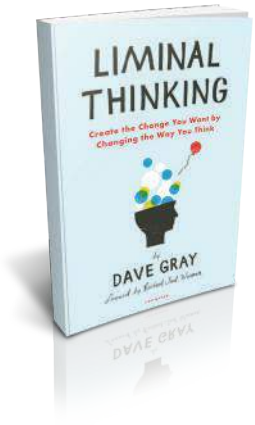


Back to Basics

True success is realized only when we're able to identify what it takes to duplicate victories. This conversation facilitates reflection and helps pinpoint which specific strengths have led your team to success. Active reflection is required regularly to avoid becoming complacent. Discussion-based and best run with a team who has worked together through some successes and failures.

WHAT YOU'LL BE COVERING

- The five stages of decline, outlined in *How the Mighty Fall*.
- Identify the elements of your brand that (should be) forever linked to you.
- Questions help the team understand WHY success was achieved.
- Discuss how to maximize all market changes by clearly understanding your strengths and capabilities.



Breakthrough Thinking

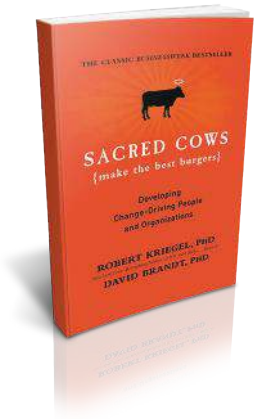
Change is a hot topic in organizations today. Often, teams and individuals are deemed to be "resistant to change" but more likely, they haven't had an opportunity to understand or examine how the changes may impact their current beliefs and mindset. Understanding how to evolve the thinking of your team in order to create greater openness to change as it happens, as well as examining practices for increasing a team's overall willingness to change, are critical elements to creating a change-ready organization.

WHAT YOU'LL BE COVERING

- Understand how changing our beliefs and existing thoughts can be one of the biggest barriers to change.
- Identify existing beliefs—whether at the organizational, team or individual level—that may be impacting our ability to change.
- Discuss our level of change readiness, and how it compares to other teams in our organization.
- Define new habits or routines to help keep us more open-minded.
- Overall, use a current or upcoming change initiative as the backdrop to the Conversation.

"A good tool to initiate team discussions to tackle relevant issues and a solid way to empower employees."

—CHRISTIAN GIACOBBI, CANADIAN FORCES MORALE AND WELFARE SERVICES



Corporate Spring Cleaning

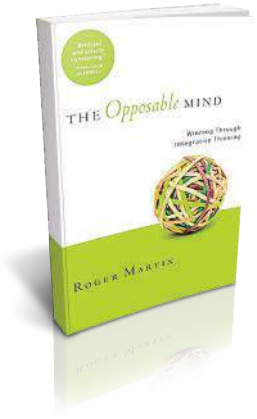
At the rate business is changing these days, you're either changing with it or getting passed by the competition. We need to see the world of our industry through perpetually fresh eyes and always be asking "Why?" Improve efficiency and increase team buy-in on company processes.

WHAT YOU'LL BE COVERING

- Question the reasoning for everything you (and your company) does.
- Evaluate the positive (or not) impact of current activity; improve efficiency and/or recommit to the important aspects of our daily routines.
- Define and reconnect to our core purpose to understand the reasons for change.

"A good tool to initiate team discussions to tackle relevant issues and a solid way to empower employees."

—CHRISTIAN GIACOBBI, CANADIAN FORCES MORALE AND WELFARE SERVICES



Expansive Thinking

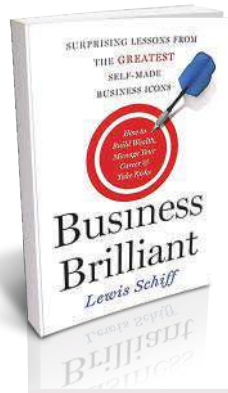
Integrative thinking is the skill of holding two opposing ideas in your mind at once, and then working through them to create an even better third option. In this conversation we explore how to implement Martin's teachings in our own work and lives.

WHAT YOU'LL BE COVERING

- Discuss how the concept of "win-win" applies to ideas as well as to people.
- Consider a specific problem in the context of a larger, collective goal.
- Discuss and answer questions; problem solve to find an answer that best suits the situation.

"We chose Actionable Conversations as a leadership enhancement tool for our sales leaders because of its **fresh and unique approach**, and because it would be easy for our leaders to integrate into their existing programs. Our leaders love running the sessions and **we're seeing a tangible impact on productivity and retention."**

—JANICE GEROL, VP & GENERAL MANAGER, CANADA & MEXICO, THE PAMPERED CHEF

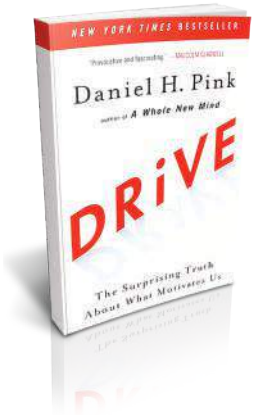


Fail Like a Millionaire

Trust in the workplace is one of the key factors to creating (and sustaining) a high functioning, productive, and effective team. Through discussion and interactive exercises, take your team deep into the world of trust ... and walk away with specific, actionable tactics and commitments.

WHAT YOU'LL BE COVERING

- Explore the fundamental mindset, behaviours, and beliefs that separate the self-made wealthy from the middle class.
- 8/10 self-made millionaires believe failure is a critical component to achieving success; discuss how your team feels about and approaches failure.
- Review and discuss a past project that didn't go as planned.
- Overview and a commitment to action (next steps).

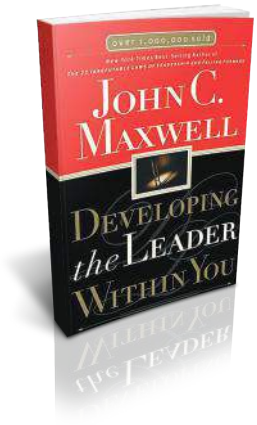


The Chipping Process

The Angel Inside is framed around the story of Michelangelo carving The David and the incredible 28 months he took to complete it. Using this story as a backdrop, you will guide your team members through the process of identifying their own "masterpiece"… and foster an understanding of how long it can take to achieve greatness.

WHAT YOU'LL BE COVERING

- Discuss the two core themes of the book: Defining Purpose, and how to achieve that purpose through Excellence.
- Team members define and connect with the mark they want to leave on the world through their professional pursuits.
- Look at the people that play a positive role in helping each team member achieve their masterpiece.
- Commit to excellence for a single activity within the next week.



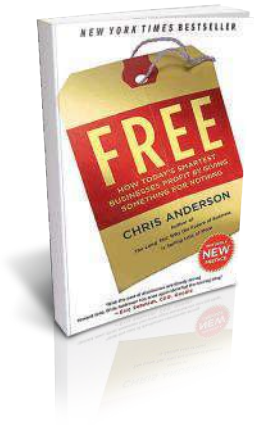
The Motivation Loop

Acceptance and maximization of change is a leadership role anyone in an organization can play. Help people become more comfortable with change and understand that it's often a matter of when, not if, things change. This conversation addresses the need for change, the reasons for change, and how to get buy-in for that change.

WHAT YOU'LL BE COVERING

- Discuss motivation and how it is generated by action.
- Look at the 3 reasons people change behaviours and general attitudes toward change.
- Examine the purpose for change by looking at 3 probable outcomes.
- Cover reminiscing—the advantages, the drawbacks, and how we should do so moving forward.

> **Motivation ... is a by-product. When you're actively engaged in doing something, the motivation to keep on doing it sneaks up and zaps you when you least expect it.**
>
> —DEVELOPING THE LEADER WITHIN YOU



What to Do About Free

"Free" is a magical word. As Chris Anderson discusses in his book of the same name, it's more than a price. It's an emotional hot button that often evokes irrational or impulsive decisions. With the rapidly declining costs of product and distribution that the Internet allows, FREE is becoming an important concept for everyone.

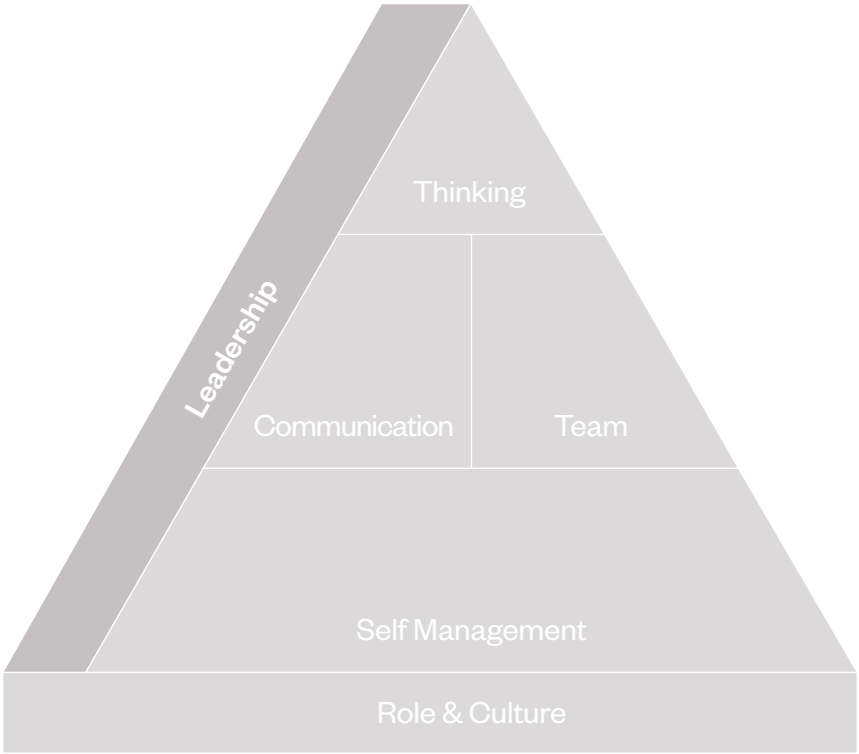
WHAT YOU'LL BE COVERING

- Discuss how the concept of FREE affects us all, regardless of whether our business is in the physical or digital world.
- Use the Internet to explore how the competition are using FREE.
- Explore new ways to leverage FREE to connect to clear business advantages.
- Plan changes and action steps.

This workshop requires the following supplies:
Access to computers with Internet connection.

“One good conversation can shift the direction of change forever.”

—LINDA LAMBERT

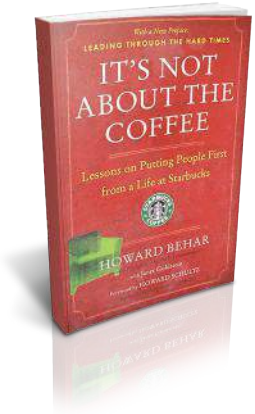


Leadership

Leadership runs along the side of the pyramid and complements other sections.

People gravitate toward people who are pursuing something of meaning. Natural leadership is one of the most critical elements to teams who want to thrive in the 21st century.

- **Trust:** (lines up with Self Management): Are you organized? Are you getting things done? Competency builds trust among others on the team.
- **Loyalty:** (lines up with Communication and Team): Whose best interest are you doing this in? Are you going out of your way to make sure this is beneficial for all? Leaders are thinking of the collective interest of the group.
- **Peer Development:** Are you going out of your way to help team members achieve more themselves? Are you giving recognition to the people who help with the project and are you taking responsibility for the things that didn't go right?



Coffee Culture

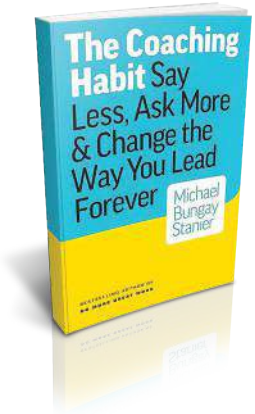
The product being offered is hardly ever as important as the people (both clients and employees) involved. Coffee (in the case of Starbucks) is just the tangible revenue mechanism, not the guiding reason for success. Learn how to apply the Starbucks paradigm shift—from coffee to people—to your business.

WHAT YOU'LL BE COVERING

- Discuss the power of passion in an organization and why the passion does not have to be the product.
- Look at the people we interact with and how we might better serve them.
- Examine the power of saying "Yes" by default, rather than saying "No."
- Consider the idea of "community" and how a product can be secondary if the experience is exceptional.

"Highly recommend for team building and helping your team recognize their personal strengths."

CONNIE RIDEOUT, THE PAMPERED CHEF

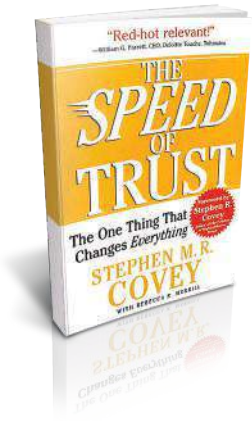


The Coaching Mindset

We hear a lot about the importance of coaching, but don't always understand the benefits of increased individual performance, accountability and self-sufficiency, leaving others with more time to do their work. Coaching can be provided by anyone, at any level, if they know the right questions to ask.

WHAT YOU'LL BE COVERING

- Discuss the benefits of coaching and insights from the book summary.
- Brainstorm questions that trigger coaching discussions and find a coaching "code word."
- Use the "New Habit Formula" from the book and discuss real world challenges that could prevent you from embracing a coaching mindset, and how to overcome them.
- Discuss coaching practices and where opportunities exist to build a stronger "leaders as coaches" organizational mindset.
  **Bonus activity for groups where everyone has supervisory responsibilities.*

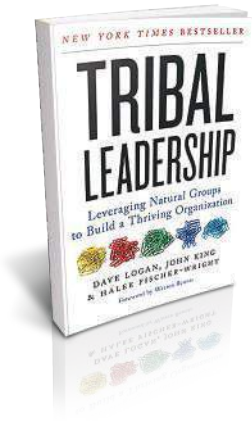


Growing Trust

Trust is core to leadership and to organizational speed and growth. Trusted people are able to accomplish more, faster, at lower costs than those who are seen as untrustworthy. *Speed of Trust* identifies the core elements for building trust and describes how to do so in a variety of contexts and situations, with clear steps for success.

WHAT YOU'LL BE COVERING

- Discuss the 4 cores of credibility in the context of your team's behaviour.
- Examine the Trust Account metaphor and how deposits and withdrawals are made.
- Review the 13 behaviours for building relationship trust, sharing examples of each.
- Think of one coworker you would like to increase the balance of your trust account with. Select and commit to three behaviours to work on.



Higher Elevation

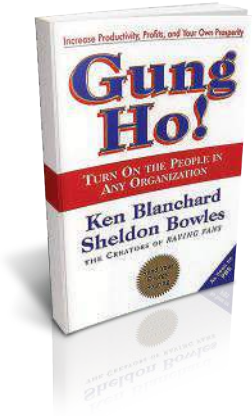
This conversation examines where your team members are currently, and how to help them progress to higher levels. This is achieved through alignment to a common purpose, as well as addressing any problematic behaviours that could be getting in the way.

WHAT YOU'LL BE COVERING

- Review the five stages of Tribes in GEM #1.
- Participants will think about where they are operating within the Tribes model.
- Discuss the behaviours and actions that can move a team upwards.
- Make commitments to keep the group aligned and moving up to the next Tribes stage.

"I have learned what my strengths and weakness are ... I enjoyed the lesson a lot."

LYLE VICTORIA, LEVITT-SAFETY



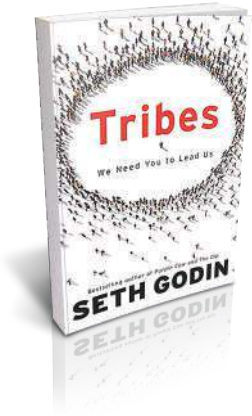
Lessons from Animals

Employee buy-in and team unity are becoming increasingly difficult to foster. In an environment of high turnover and generally lower employee loyalty, the messages from *Gung Ho!* are more applicable than ever. Employee dedication and loyalty come from 1) being involved in meaningful work, 2) having a clear vision of where they're headed, and 3) the right kind of encouragement along the way.

WHAT YOU'LL BE COVERING

- Look at the importance of "anchor points" in reading and using fables.
- Define our "dam" and the values we want to hold when building it.
- Discuss different types of recognition and identify ways to use them.
- Identify what qualities make someone committed, and which we can improve in our team.

> **Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.**
>
> — MARGARET MEAD



Leveraging Your Passion

Margaret Mead encouraged us to "Never doubt that a small group of thoughtful, committed citizens can change the world." Seth Godin's *Tribes* is about connecting and leading that small group of citizens. This is a conversation designed to build team unity and purpose.

WHAT YOU'LL BE COVERING

- Discuss what it means to be a part of a 'tribe' in a digital world.
- Define the intentions, attributes, passions, and image that make up your tribe.
- Team members identify their roles within the tribe.
- Determine what type of people would best fit your tribe and how to connect with them.
- Consider what elements of the core message must be retained as you grow.

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