

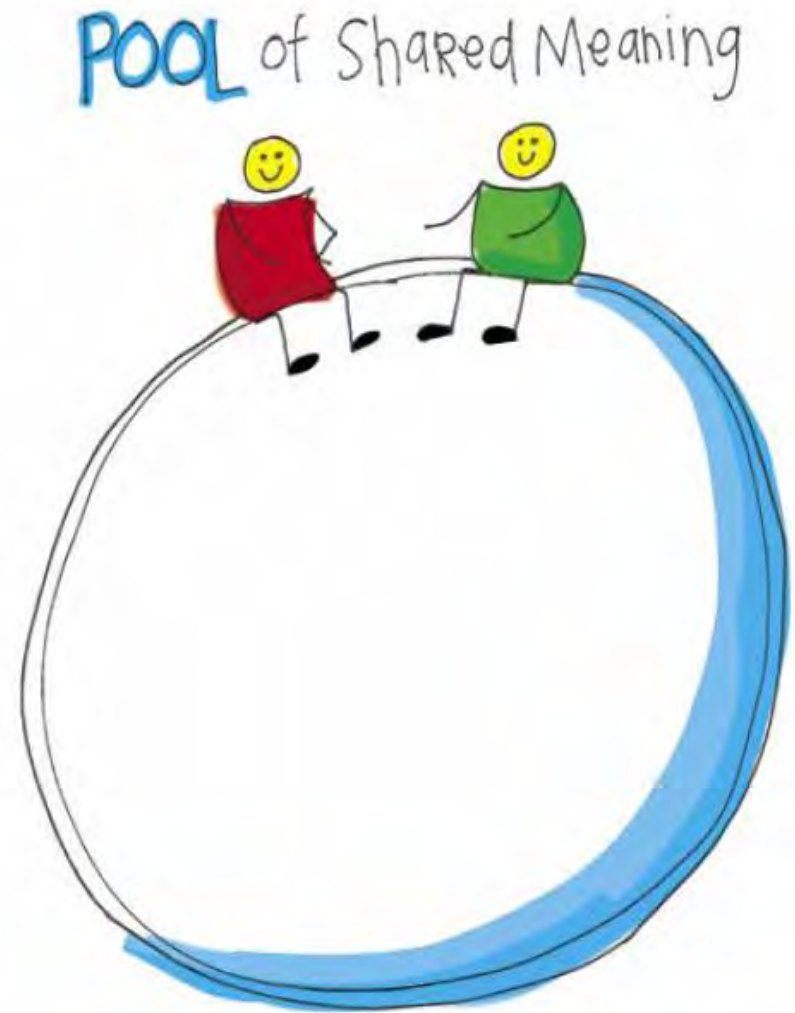
# MASTERING CRUCIAL CONVERSTATIONS

Essential Skills for Small Business

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Quick Start Guide

# Fill the Pool



WHAT MAKES A  
CONVERSATION  
**crucial?**



# Crucial Conversation

# What is Your Crucial Conversation?



# Crucial Conversation

How to GET UNSTUCK



**C**ontent

**P**attern

**R**elationship

# MOTIVES OF DIALOGUE



- LEARN
- FIND THE TRUTH
- PRODUCE RESULTS
- STRENGTHEN RELATIONSHIPS



- BE RIGHT
- LOOK GOOD/  
SAVE FACE
- WIN
- PUNISH, BLAME
- AVOID CONFLICT

Start With Heart  
(Intent)



“Most people don’t  
get upset about  
what you are saying  
but why they ***think***  
you are saying it.”



# MOTIVES OF DIALOGUE



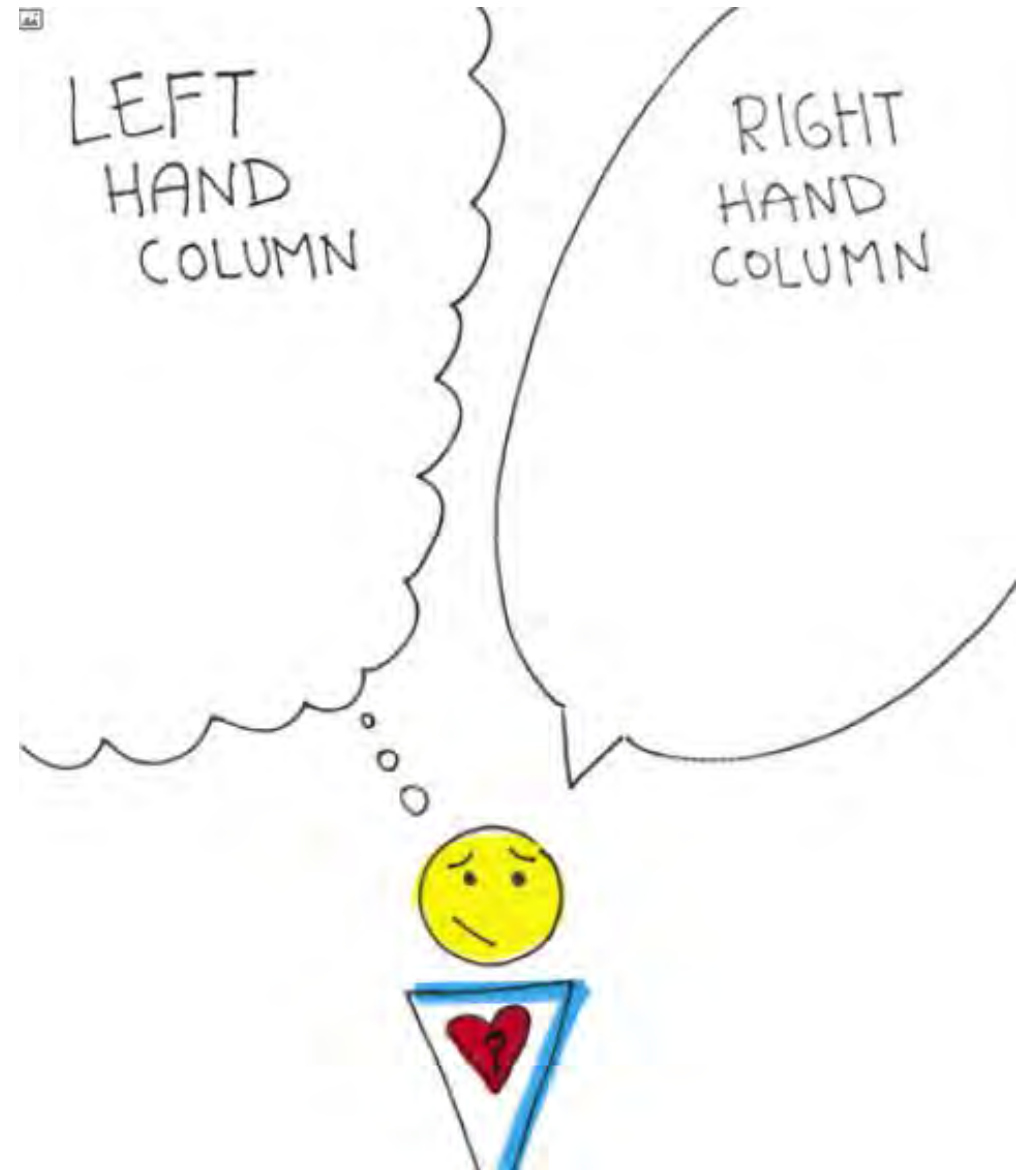
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- FIND THE TRUTH
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- BE RIGHT
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Start With Heart  
(Intent)

# Start With Heart (Intent)



# Story Time...



Our Stories Create Our  
**EMOTIONS**  
We create Our **Stories**



Master My  
Stories

# Master My Stories

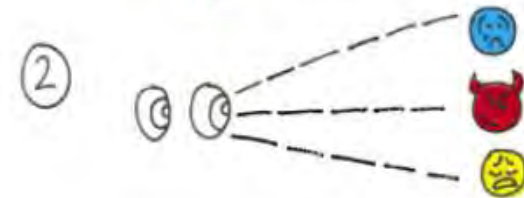
The DOWNWARD Spiral



# Master My Stories

## MASTER MY STORIES

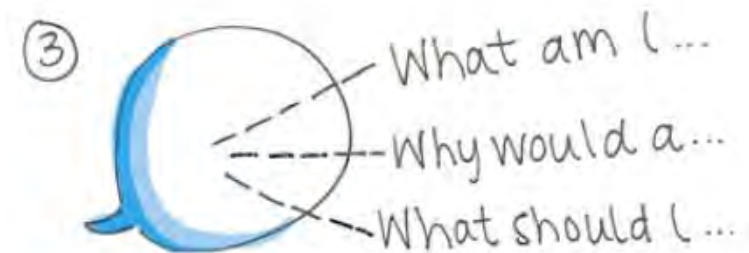
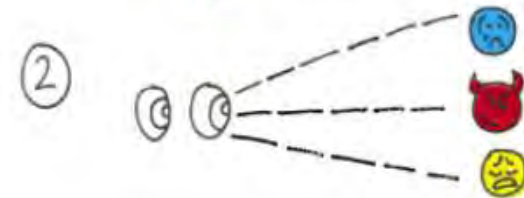
① FACTS | STORY




# Master My Stories


## MASTER MY STORIES

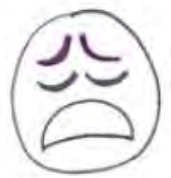
① FACTS | STORY



# THE 3 CLEVER STORIES

 victim → "It's not my fault!"

 villain → "It's all their fault!"

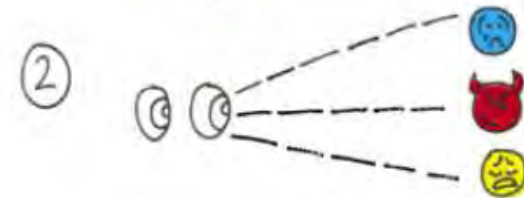
 helpless → "There's nothing else I can do!"

## Master My Stories

# Master My Stories

## MASTER MY STORIES

① FACTS | STORY



# What are your stories?

Our Stories Create Our  
**EMOTIONS**  
We create Our **Stories**



# State My Path



Share your FACTS



Tell your STORY



Ask for others' paths



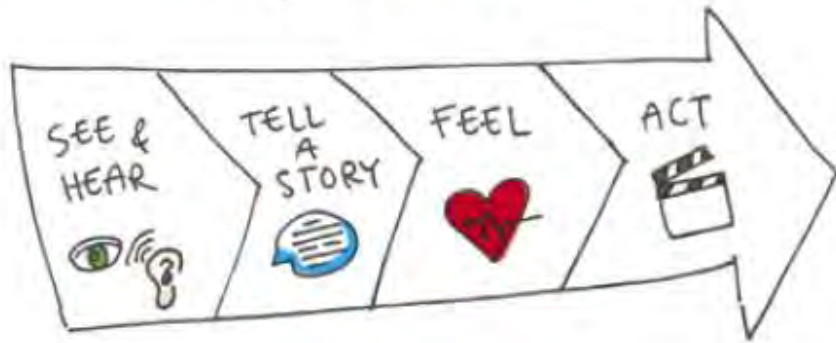
Talk tentatively



Encourage testing

# STATE

My path



FACTS	STORY	ASK

## State My Path

LEARN to LOOK



SILENCE

(avoid)

VIOLENCE

(control)

(compel)

Learn to Look  
(Safety)

# Make It Safe



	CLEAR PROBLEM	MISUNDERSTANDING
MUTUAL RESPECT	APOLOGIZE	CONTRAST
MUTUAL PURPOSE	CREATE MUTUAL PURPOSE	CONTRAST

# Make It Safe

You and your team are working on a project with steps that must happen at exactly the right time to keep the whole project on track. You are concerned that the vendor Sarah has chosen for their part of the project has been unreliable in the past, so you want to speak up. You say, “I’m worried about Sarah’s part of the project.” Sarah quickly jumps in and says, “That’s not fair, you don’t always make your deadlines either.”

What does Sarah think you are worried about?

What are you actually worried about?

# Make It Safe

You can use a don't/do statement to fix this misunderstanding:

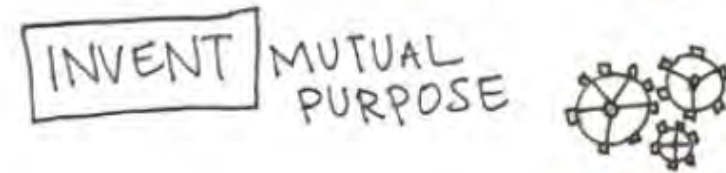
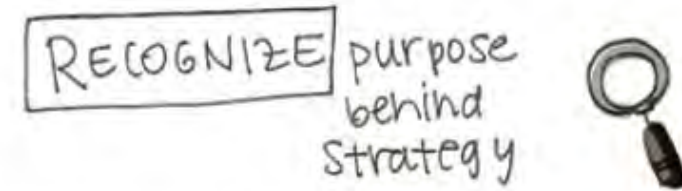
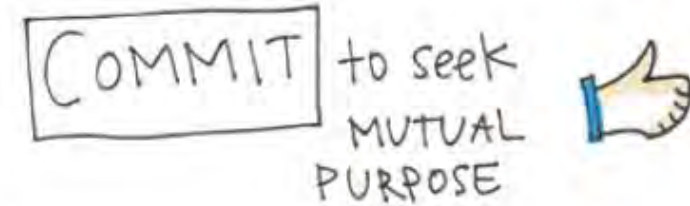
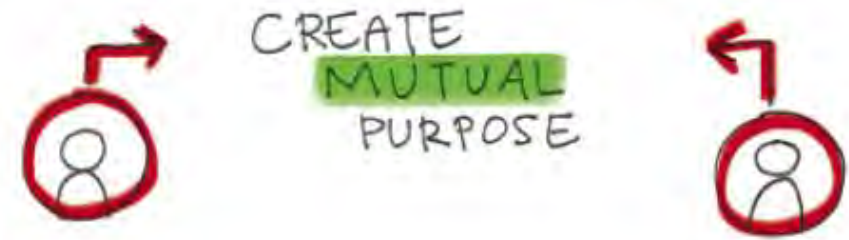
“I’m not worried about your performance, Sarah or the performance of your team – y’all have a well-established pattern of timely quality work. What I’m worried about is your vendor.”

# Make It Safe



	CLEAR PROBLEM	MISUNDERSTANDING
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# Make It Safe



## MAKE IT SAFE

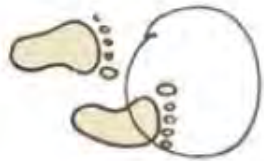
① STEP OUT OF CONTENT



② REBUILD SAFETY



③ STEP BACK IN



# Make it Safe



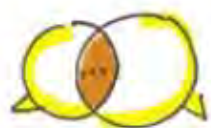
EXPLORE  
OTHERS'  
PATHS



ASK to get things  
rolling



MIRROR to confirm  
feelings



PARAPHRASE to  
acknowledge story

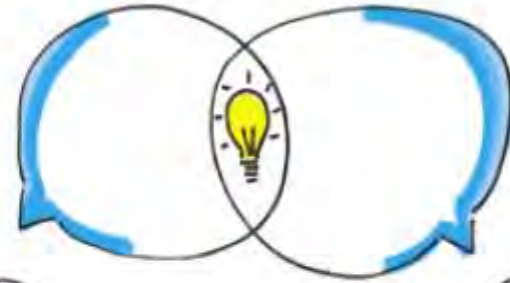


PRIME when you're  
getting nowhere

## Explore Other's Paths

# Move to Action

WHO does WHAT



by WHEN & FOLLOW UP



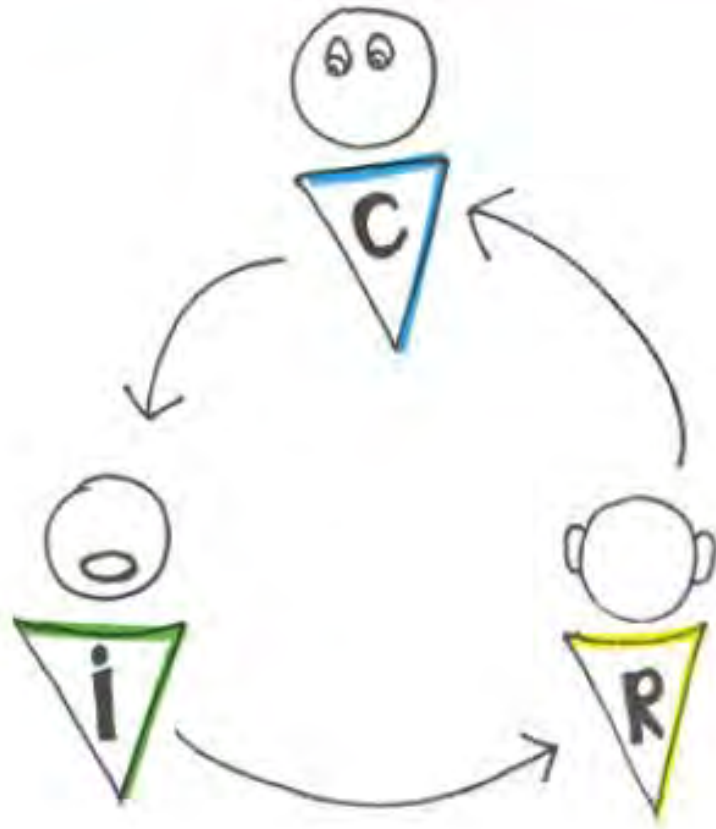
CCMD Animated Summary &  
Review

**Move to Action**



# QUESTIONS

# DELIBERATE PRACTICE



Go Forth