



FIERCE CONVERSATIONS®

What is Fierce Conversations®?

Fierce Conversations® teaches participants how to ignite productive dialogue that interrogates reality, provokes learning, resolves tough challenges and enriches relationships. It's the place to begin, the cornerstone of great leadership, healthy cultures, intelligent strategies and whole-hearted execution, Fierce Conversations® recognize that what gets talked about in an organization and how it gets talked about determines what will happen. Or won't happen.

(Fierce® Inc., 2009)

What are the components and goals of Fierce Conversations®?

Component 1: Team Conversations

- Make high-stakes decisions, resolve recurring problems, design effective strategies, evaluate opportunities
- Create an environment in which team members interrogate multiple, competing realities
- Get the team on board and ready to act

Component 2: Coaching Conversations

- Surface and address issues critical to the success and happiness of individuals
- Increase clarity, improve accountability & provide impetus for action or change
- Develop emerging leaders

Component 3: Delegation Conversations

- Ensure that individuals know where they have authority to make decisions and act
- Provide individuals with a clear upward path of professional development
- Create a culture of accountability so that people take responsibility for their actions

Component 4: Confrontation Conversations

- Confront tough issues with confidence and skill
- Overcome barriers to meaningful conversations
- Enrich your most challenging relationships

What supporting evidence exists for the use of Fierce Conversations®?

Communication as a critical 21st century skill

- The massive increase in information has resulted in devaluing of subject content and the valuing of high level thinking skills, citizenship skills, abilities related to communication and relationship building, and personal skills of flexibility, creativity and management (All Business)

Improved skills for leading change and innovation

- Importance of “resonant” leaders who, because of their emotional intelligence, develop relationships that are “in-sync” with and among those in their organizations, forming an “emotional bond that helps them stay focused even amid profound change and uncertainty (Goleman et al., 2002 in Center for Development and Training Newsletter)

Increased employee engagement

- A great workplace is measured by the quality of three, interconnected relationships that exist there: relationship between employee and management; relationship between employee and job/organization; relationship between employee and other employees (Human Capital Institute)

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fierce.®
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Fredericton