



# Courageous Conversations

Many people experience conversations in their lives and careers that are challenging and risky – even scary – because the stakes are high, opinions differ and emotions are strong. But when conducted effectively, their impact is significant. Courageous Conversations may be the bridge to reach an important goal.



“Our futures are shaped by the conversations we don’t have.”

Powerful and frightening. But it needn’t be, as the skills to have these conversations courageously and effectively, can be learned.

When employees don’t have the skills or confidence to confront issues that bother them, frustration can build up, leading to disengagement or even seeking out ‘greener pastures’. When leaders don’t speak up when they need to, standards slip. Speaking up inappropriately can cause resentment and damage relationships.

**Courageous Conversations is a programme that enables the participants to:**

- Grow their self-awareness and empathy
- Create a safe environment to discuss difficult matters
- Apply the guiding principles of assertiveness to everyday situations
- Using the practical BRIDGE skills conduct courageous conversations
- Grow respect, understanding and trust in relationships.

**The programme consists of two parts:**

- Part 1 serves as an introduction and focuses on building self-awareness and empathy and establishing safety. Awareness and Safety are presented as the frame of the bridge without which a conversation cannot be held successfully.
- Part 2 focuses on a range of practical skills you can draw from during the conversation to build the ‘bridge’.

*Boosting employee wellbeing, growth and engagement*



## 1. Introduction

- What makes a conversation courageous?
- Opportunities for courageous conversations at work

## 2. Self awareness

- The three advisors: Gut, Heart and Head
- Questions to help bring logic on board
- Applications to a specific challenge you are facing

## 3. Social awareness and empathy

- The self-fulfilling prophecy
- The fundamental attribution error

## 4. Establishing and maintaining safety


- Initiating the conversation
- Establishing mutual purpose
- Keeping the emotional voltage low
- Using an adult-to-adult approach
- Using your body and voice to support your message
- Recognising when safety is at risk and ways to address this

## 5. Assertiveness

- A model of the four behaviours: Direct aggression, passive aggression, submissiveness and assertiveness
- Signs and outcomes of the four behaviours

## 6. Being a BRIDGE

- Being **B**rave
- **R**ecognising other perspectives
- Using **'I'**-statements
- Applying **D**ISC
- **G**etting to the real issue
- **E**valuating: Checking-in and checking-up



“Life is a matter of choices.  
Every choice you make, makes you.”  
John Maxwell



## Target group

Graduates, Professionals and leaders

## Group size

Maximum 16 participants per group to ensure optimal participation

## Delivery & Duration

Face-to-face workshops: 2 days

Virtual: 4 x 3 hour sessions or 6 x 2 hour sessions

## Facilitators

Our diverse team of dynamic, experienced facilitators ensure a great fit for your industry and culture.



**LINK: Meet a few of our Courageous Conversations facilitators and find out what makes them so passionate about what they do**

“ Courage is not the absence of fear, but rather the assessment that something else is more important than fear. ”

Franklin D. Roosevelt

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## COTY



*Camilla  
Hazell*

HR & Education  
Lead – Coty Africa

“The biggest impact has been on the ability of our Area Managers to have Courageous Conversations. We’ve seen this through the increased responsibility and accountability they’ve taken when dealing with IR issues. Previously, they would call HR for everything. Now, instead of asking ‘how do I handle this’, they are coming up with their own approaches and just double-checking the process with HR. They feel much more confident to have these, often difficult, conversations with their teams. It’s been a huge change in them.”



*Ronewa  
Rokho*

Specialist – Learning  
and Development

“After the value derived from attending LEADConnect, our Directors were excited to start a coaching journey with your facilitator Jo Thomson. The feedback is excellent and the Directors are enjoying applying the tools and strategies. We appreciate the thoughtful, practical design of your coaching programme, especially the integration of Courageous Conversations. Once again, our Directors are recommending that their departmental team would benefit from a similar training.”



*Chantal  
Endemanzell*

HR Director of  
Potentiam

“Courageous Conversations has been incredible. The feedback from the participants has been mind-blowing. They are already applying the tools.”



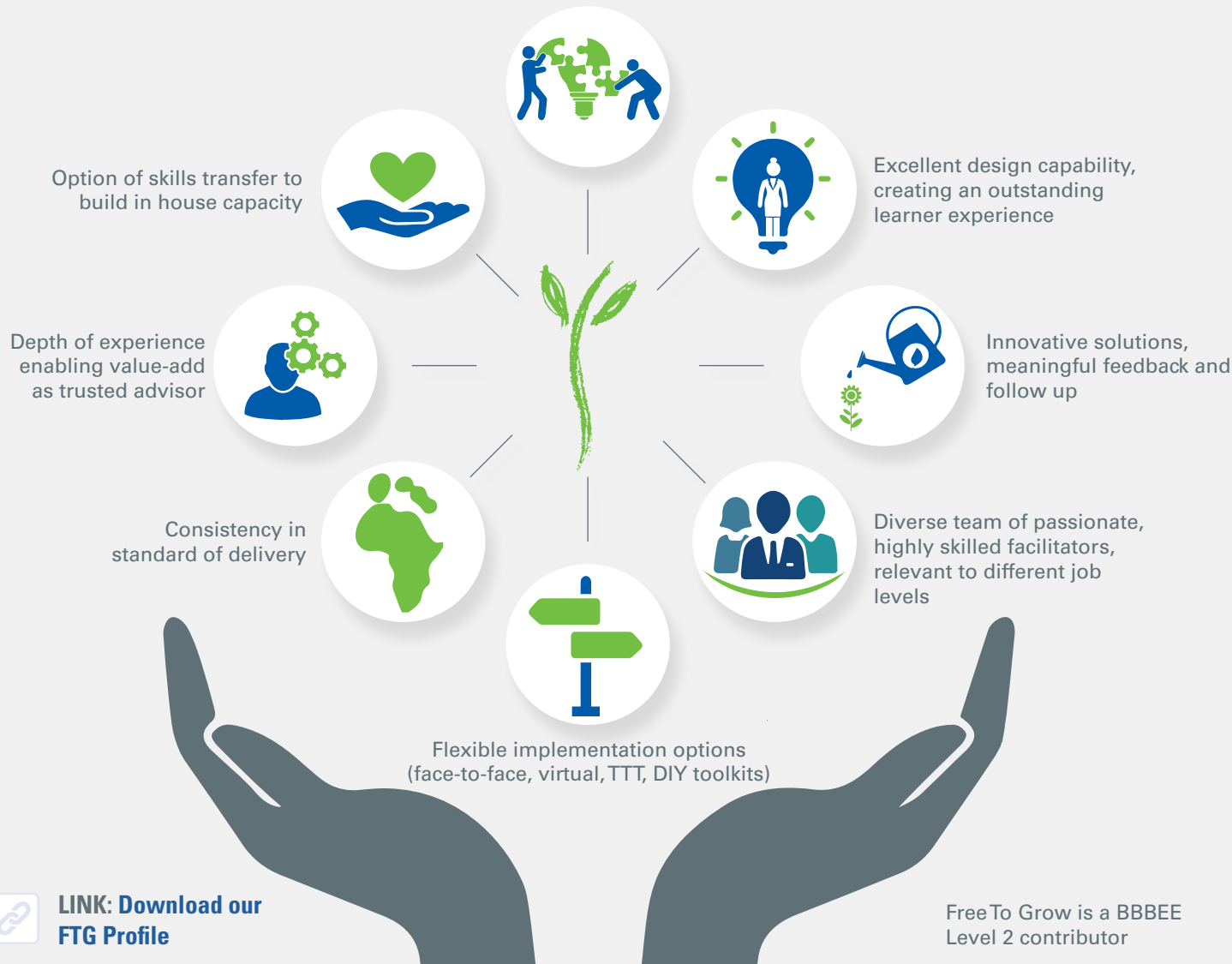
**LINK: Click here to hear how more of Potentiam’s experience of Courageous Conversations**

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# 30 YEARS 36 COUNTRIES 1 508 ORGANISATIONS 150 316 PEOPLE

## Our differentiators

Co-created solutions, customised to fit your needs and context



LINK: Download our FTG Profile

Free To Grow is a BBBEE Level 2 contributor

## Some of our clients

