



Winning Conversations

Imagine you're in a country where the language is completely foreign to you. You can't understand a word of what anyone is saying, and no one knows what you're saying as well. It can be an extremely alienating situation and getting even the smallest things done could prove to be incredibly frustrating. Clearly, the ability to communicate is paramount to human activity.

We unknowingly create a version of this situation at the places we work. Though we may all have a common language, how we use it causes all the problems. This is especially apparent when we are in a heated debate, with each party trying to have their points heard. We may find ourselves wondering how we got so far off track, or thinking of the perfect thing to say a day later. As a result, many of us find our time lost in a never-ending stream of discussion and unresolved disagreements.

In this seminar, you'll learn the anatomy of communication. We'll then build on this by giving you concrete communication structures that will transform how you debate with your colleagues at work. You'll be the winner of every conversation by being the force that moves conversations from a place of ambiguity to one of specificity.

Now here's the bad news. You will start winning most of your conversations. No, that wasn't a typo. I did say bad news. Winning conversations regularly can make us feel like superstars and others feeling deflated. That's not going to work for you in the long run. So, my request to you is as follows: as you get better and better at winning conversations, add a good dose of empathy and compassion to your conversations. Most people don't know this secret sauce. Better still, send them to this seminar as well!



1.0 Definitions

- 1.1 Choice vs. Power
- 1.2 Facts vs. Opinions
- 1.3 Agreement vs. Consensus
- 1.4 Acknowledgement vs. Judgment
- 1.5 Alignment vs. Perfection

2.0 Winning Conversations Easily

- 2.1 Know all the facts irrefutably
- 2.2 Don't lose your power
- 2.3 Use the power of deductive logic
- 2.4 Choose the best position

3.0 Creating Agreements

- 3.1 Share the context
 - 3.1.1 Provide relevant background information
 - 3.1.2 Describe relevant motivations
 - 3.1.3 Raise any inherent agreements
- 3.2 Make a mutually understood request
 - 3.2.1 Communicate the request
 - 3.2.2 Recreate the request
 - 3.2.3 Rewind and repeat for clarity
- 3.3 Allow for a free choice
 - 3.3.1 Accept or decline the request
 - 3.3.2 Error-proof the agreement