

Gumball

Necessary

Conversations™

Program Summary



Whatever words we utter  
should be chosen with care for  
people will hear them and be  
influenced by them for good or ill.

Buddha

Gumball

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# Necessary Conversations

## Program Summary

### OBJECTIVE

#### Understand

Understanding the power of language and the impact of biology as it relates to your choices to respond versus react in any given business situation

#### Equip

Equipping you with skills to proactively and constructively identify and conduct **Necessary Conversations** required in the workplace for moving your business forward faster

#### Enable

Enabling you to build stronger relationships through open, honest and candid communication at all 4 levels throughout the organization, with vendors and clients

#### Shift

Shifting your mindset from an inward, fear-based conversation between self and other, to an outwardly facing, business focused, mindset to move the business forward. For example: from conducting 'fearless, dangerous, difficult, conversations' to conducting, '**necessary conversations**'

### CURRICULUM OUTLINE

**Repetition is the Mother of Skill;  
1 hour of knowledge, 4 hours of practice.**

- Online pre-work: 20-minute video on skills required, 1 HBR article on biology and one worksheet in preparation for the practicum
- Facilitated interactive practicum
  1. Agenda/Introduction
  2. Lecturette
  3. Practicum
  4. Strategies and creation of a plan for applying the skills on real business case scenarios
- Post event online survey

### EXPECTED OUTCOME

Instead of avoiding and ignoring conversations with others, employees will feel confident and prepared to conduct the **Necessary Conversations** required for moving their business forward faster.

Individuals will be able to do this at 4 levels throughout the organization, with vendors, and with clients.

As a company you will benefit from the improved relationships and interpersonal dynamics that in turn result in conducting business faster and more effectively.

### KEY CONCEPTS

#### Six Levels of Measurement:

- Responding versus reacting
- Neurology and its impact on how we respond vs react
- Active listening
- Shifting from an inward, fear-based model to an outward, business-based approach
- Fundamental feedback skills
- Identifying the necessary conversations required to move the business forward at multiple levels

### SUCCESS INDICATORS

#### Four Levels of Measurement:

- Workshop satisfaction of experience (online survey post event)
- Knowledge acquired from the event (online survey post event)
- Knowledge applied to (online survey post event and 6 months later)
- Impact of knowledge applied (6-mo online survey; HR inquiries, EES results related to communications)

**Gumball**  
Do good, have fun, and prosper.

