

CONVERSANT

CREDIBILITY
INFLUENCE
IMPACT

*Master the principles and tools
that generate strong relationships,
innovative learning, and high
achievement.*



Program Purpose

In this dynamic world, leaders who can reliably produce value in any circumstances with any people any time are the most valuable in any organization. *Credibility, Influence, and Impact* will provide an effective arena for you to study and practice the laws of human interchange such that *you master business conversation as a system of value*. You can expect:

- Increased credibility in the social structures in which you live and work
- Appreciation of your individual way of influencing behavior and events
- Measurable impact on the rate and quality of business results

Program Leaders



Mickey Connolly

Mickey is the CEO of Conversant and the senior designer of its programs. Mickey, co-author of *The Communication Catalyst*, has worked with executives, consultants, educators, and negotiators around the world to turn social systems into high-performance communities.



Jim Motroni

Jim is one of the Senior Partners of Conversant and has been an executive and consultant to management for 30 years. As a consultant, coach and trainer, his focus is on developing managers and companies of all sizes in leadership, performance improvement, team dynamics, strategic planning, and interpersonal relationships.



Richard McDonald

Richard is a senior Conversant consultant who has over 25 years of experience working with large and small companies in North America, Europe, Asia, South America, and Africa, developing their competencies in fundamental management skills, teambuilding, and leadership development.

What to Expect

Credibility, Influence, and Impact

is delivered via three weeklong conferences and high-impact coaching over an eight-month period:

- Prior to the first conference, identify a project to work on during the course of the program.
- During the first conference, form a small team with other participants and work with them throughout the entire program.
- Between each of the conferences, have individual biweekly calls with your executive coach.
- Throughout the program, have calls with your team members to share what you are learning and provide support for each other. These calls are an integral part of the program; they provide opportunities to debrief and accelerate your project's progress.

Due to the design of this program, your attendance is required at each of the three conferences. If you are unable to attend any part of *Credibility, Influence, and Impact*, we will work with you on enrolling in a future program.

“With the help of Credibility, Influence, and Impact we negotiated the sale of several large company assets which not only provided profits and liquidity for our shareholders, but also allowed the company to retain long term valuable management contracts. We estimate the value of these management contracts at more than \$5.6M.”

—Debra Bates
Chief Investment & Financial Officer
Dolce International

Every executive has two concerns:

time and money. Creating more economic value in less time is the measure of success in business. Since 1998, Conversant's *Credibility, Influence, and Impact* program has helped hundreds of executives dramatically accelerate successful execution while decreasing stress and saving time and money.

Leaders of high-performance organizations cause connections to drive enterprise agility and deliver exceptional results.

Credibility, Influence, and Impact is an eight-month investment in your ability to increase your effectiveness in influencing people and events, even without formal authority. The purpose of *Credibility, Influence, and Impact* is to study and practice the laws of human interchange so that you master conversation as a system of economic value.

Credibility, Influence, and Impact includes:

- Pre-registration interview to assure that the program aligns with your needs
- High ROI projects that weave into your business life and improve your results rather than burden you with extra work
- Webcast presentation of project results
- Best practice sharing among participants from a variety of companies and industries
- Individual biweekly consulting with an executive coach to debrief and accelerate your project's progress
- Small learning teams to practice with and provide feedback throughout the program
- An interactive case study that provides real and dramatic learning opportunities

Credibility, Influence, and Impact

focuses on producing important, **measurable business results**. It begins with participants designing a grounded initiative/project/idea with the potential to realize at least a **10X return** on their fully loaded costs for attending. We will provide the support needed to fulfill this promise, including assigning each participant an executive coach who will ensure effective application of program principles and methods to the successful execution of the project.

Credibility, Influence, and Impact is

for business leaders committed to generating high-value collaboration and innovative learning in their personal and professional lives.

“We have saved time and money by eliminating unproductive meetings and getting agreement with other organizations in the company on appropriate risks to take. This has helped us keep our project on schedule. I estimate a 24X return on investment in my work with Conversant. This has literally changed my life professionally and personally.”

*—Elaine May
Director of Engineering
Tektronix*

Credibility Conference

Credibility Conference: Earning respect and response through the quality of your personal interactions

Our capacity to serve is constrained or enhanced by our credibility. People judge us as credible for four reasons: constancy (reliable historical performance), association (close relationship to credible people or institutions), perception (ability to hear and observe what most people miss), and discernment (extraordinary insight into root cause and appropriate action). During this conference, we will focus on the latter two.

The Credibility Conference is open to spouses and partners. This is a wonderful opportunity for participants who would like to introduce their spouses and partners to the work they are doing on communication, learning, and relationship.



The setting for this conference is The Home Ranch near Steamboat Springs, Colorado. The Home Ranch is a member of the prestigious Relais & Chateaux organization and has earned a reputation for their outstanding horse program as well as exceptional customer service, cuisine, character, and charm.

We will explore perception and discernment in this unusual environment, learning how very subtle changes in your conduct can alter the way the people around you perform (including employees, peers, bosses, and even your children). Experiential exercises with horses, cattle, and people deliver the lessons in a powerful way. No prior riding experience is necessary. The week closes with a participant team competition involving herding and penning cattle that teaches participants how to disarm fear while increasing trust and partnership.

“Our work with Conversant has added hundreds of millions of dollars to the bottom line.”

—Greg Merten
former Vice President & General
Manager, Supplies Operations
Hewlett-Packard

Influence Conference

Influence Conference: Discovering your unique way of influencing people and events.

Proactive (and often undisclosed) thought and thoughtless perception direct human behavior. Altering what people think and perceive is a delicate art. Even great authority does not ensure that people think and act differently, for influence is allowed and cannot be commanded. We will identify your unique source of influence and show how influence rises and falls as you adhere to or depart from it. Participants report dramatically increased freedom in conversation as they learn to trust their native ability to influence people and events.

Credibility, Influence, and Impact comprises three developmental conferences held in Colorado.

Tuition is \$15,500 and does not include transportation, food, and lodging costs.

1. Credibility Conference

May 14-19, 2012

The Credibility conference is held at The Home Ranch near Steamboat Springs, Colorado. Food and lodging costs will be approximately \$1,900. This conference is open to spouses or partners on a space-available basis. Please contact us for more information.

2. Influence Conference

August 5-10, 2012

The Influence conference is held at Highland Haven in Evergreen, Colorado. Food and lodging costs will be approximately \$1,850.

3. Impact Conference

October 23-26, 2012

The Impact conference is held in Boulder, Colorado, at the Conversant Learning Center. Participants are responsible for their own lodging arrangements.

To inquire about enrolling in Credibility, Influence, and Impact, please contact Melissa Madden at 303.541.9491 or mmadden@conversant.com.

Impact Conference

Impact Conference: Making measurable impact on organizational success

Impact increases when action is timely and results are measurable. What we see is missing is not necessarily what is timely. We will explore the critical nature of timing by employing reliable diagnostics that reveal timely, realistic occasions for action. We will also address measures—how to design and use them for actual impact. Finally, we will show how the orchestration of credibility, influence, and impact ensures appropriate and enduring change.

“Inflated forecasts were costing us money and hurting our reputation with suppliers. Credibility, Influence, and Impact has helped me have better process conversations with our regions and IT teams to jointly work on a resolution. I estimate the potential cost savings could be \$6.2 million.”

—Jason Halbert
Commercial Notebook
Demand Manager
Hewlett-Packard

About Conversant

At Conversant we work with clients every day to cause brilliant collaboration, agile execution and astonishing results.

Our associates are senior executives with decades of experience working with leaders and teams in more than 400 organizations in 90 countries to achieve mission-critical goals ahead of time and under budget.

We know from experience that the fastest path to value in an organization is causing connection between its people and systems.

We build capability and develop organizations to create create agility, effectiveness, and efficiency.

Our clients have documented returns as high as 15:1 based on actual business metrics.

Our clients include:

The Coca-Cola Company



SONY

HUMANA.
Guidance when you need it most



Deutsche Post DHL

Johnson + Johnson



Microsoft



“Conversant helped us develop a supply chain organization that has delivered over \$1 billion in improvements.”

—Jim Reinhart
former Vice President
Capital One Financial

Our Goal

Our goal is to partner with our clients to turn human interactions into a catalyst for extraordinary results. We help accelerate the execution of your strategy via:

- Timely, effective employee engagement that produces commitment rather than compliance
- Designing agile, integrated business systems that outperform your competitors
- Innovative development for leaders who lead change and inspire high performance
- Communication and collaboration development that produces trust, partnership, high-quality decision making, and innovative problem solving

CONVERSANT

HIGH-PERFORMANCE CONVERSATION

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