

crucial
conversations®

The **FOUR Crucial Conversations** for Financial Agility

Respond **Smarter, Faster, Stronger** to Economic Downturns

Companies who handled
these **conversations** well:

- ⇒ **Accelerated response** to downturns.
- ⇒ **Found tens of millions of dollars** in additional savings opportunities.
- ⇒ **Avoided the political** and defensive behaviors that held other companies back.

Financially agile companies adapt to changing economic circumstances far more rapidly and effectively than the rest of the pack. A study of 1,400 executives and managers attributed their financial agility to the capacity to handle four crucial conversations around fiscal challenges. Firms that handled the following conversations well adapted over ten times faster and weathered downturns far more intelligently than their peers:

1. **Debate, Dithering, and Denial**—managers drag their feet rather than respond assertively to financial challenges.
2. **Undiscussables**—enormous efficiencies and reductions are possible but seem politically risky to discuss.
3. **Silent Collusion**—when leaders fail to follow through on committed reductions, others fail to hold them accountable.
4. **Irrational Slashing**—executives impose across-the-board reductions or other policies that middle managers realize will create serious downsides the executives may be unaware of.

Contact us to **book this speech today!**

This fast-paced, hands-on session demonstrates how these four crucial conversations profoundly affect the resilience and responsiveness of teams and organizations. Participants will learn how to step up to these conversations to improve their organization's financial agility.

Length: 1 to 3 hours

Audience: General to Executive level



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