

# CONVERSATIONAL CAPACITY®

Getting to the Sweet Spot of Effective Communication



Effective workplace communication is one indication of a high-performance culture. It drives the sharing of information and ideas, reduces confusion, and improves accountability.

But according to *Harvard Business Review*,  
**57% of employees report not being given clear directions, and 69% of managers are not comfortable communicating with employees.**

And according to Gallup,

**74% of people feel they are missing out on receiving important information at work.**

Most communication weaknesses and failures in our organizations and teams can be linked to individuals lacking the ability to engage in open, balanced, nondefensive dialogue about difficult subjects and in challenging circumstances.

One solution is increasing your organization's conversational capacity. In his book, *Conversational Capacity®: The Secret to Building Successful Teams That Perform When the Pressure Is On*, best-selling business author Craig Weber describes conversational capacity as the ability of an individual or a team to remain both candid and curious under pressure.

## The candor skills:

### State your position

- State where you currently stand on the issue
- Be direct and to the point
- Use one or two sentences

### Explain your thinking

- Show others how you arrived at your position
- Share the evidence you're using and how you're interpreting that evidence

## The curiosity skills:

### Test your own view

- Treat your perspective like a hypothesis
- Open the door to contrasting perspectives
- Encourage disagreement

### Inquire into the views of others

- Invite others to share their perspectives in the conversation
- Be genuinely curious
- Ask more than one question. Because inquiry is a process, asking multiple questions is often necessary to understand another person's views

**Conversational Capacity is a game-changing competency that improves the performance of individuals, teams, and entire organizations.**

To learn more visit: [blanchard.com/conversational-capacity](https://blanchard.com/conversational-capacity)

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