Having Difficult Conversations

CANDICE GREGORIS  
AFP TORONTO

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CANDICE GREGORIS

Who?

- Account Director, Stephen Thomas Ltd
- CIBC Investor Services, Customer Satisfaction Department
CANDICE GREGORIS

Why Me?

Let me give you a for instance…
WHAT IS
Tough?

Tough means we don’t want to.

Usually because of fear / anxiety.
OUR

Goal:

Reduce the fear and anxiety of difficult conversations by providing practical advice on how to have these discussions with each other.
Checklist

1. CONTEXT
2. PREPARE
3. FOR INSTANCE…
4. TIMING & AWARENESS
5. QUESTIONS
6. RECAP
This conversation is about the relationship you have... and want to have.

There were conversations before, there will be conversations after.
It’s important to be:

• Honest
• Trustworthy
• Reliable
CONTEXT:

The Relationship

Mindset:

- Empathy
- Clarity
- Outcome
CONTEXT:
The Relationship

Be Confident!

Confidence is grounded in humility.
Arrogance is not.
2. PREPARE
Know the:

Issue

• How did it happen?
• When?
• Why?
Know the:

Impact

• Contextualize
• Proportion / Perspective
GET
Prepared

Know the:

Audience

• What are their preferences?
• What are they concerned about?
• Outside forces?
GET

Prepared

Know the:

Next Steps

• Can you offer a solution?
• Can you offer an alternative?
• What can you say yes too?
Find the right tone.

People will take their cue from you on how they should feel about the situation.
Know the destination.

Before you start the conversation think about how you want it to end and work backwards.

**Tip:** Bullets points, not script
GET Prepared

Remember, it’s a conversation:

Leave space for listening, reiteration and confirmation.

Tip: Check in
Consider:

- Location
- Minimizing distractions
- Behaviour not feelings
3. SAMPLE ISSUES
Three Buckets:

- Not in Budget
- Directional feedback on Creative
- Performance
Not in Budget:

- Issue
- Impact
- Next Step

**Tip:** Big picture & options
Directional Feedback on Creative

SAMPLE

Issues

• Issue
• Impact
• Next Step

Tip: Be curious & specific
Performance issue:

- Issue
- Impact
- Next Step

Tip: Be clear and confident
What’s on your problem?

- Issue
- Impact
- Next Step

Tip: Circle back
4. TIMING & AWARENESS
WHAT IS

The best time?

• When you know your goal,
• Can frame the issue,
• Can frame the impact,
• and Have next steps.
WHAT IS
The best time?

You are:

• Prepped
• Rested
• Fed
• Available for the conversation

Tip: Be positive
Triggers:

- “Problem”
- “Issue”
- Deflecting responsibility
AWARENESS

Empathy

*Doorknob Test:

Before you walk into a conversation, what do you want to bring in with you?

And how do you want to exit?
5. QUESTIONS
6. RECAP
OUR
Goal:

Reduce the fear and anxiety of difficult conversations by providing practical advice on how to have these discussions with each other.
Empathy, Relationship, Tone, Mindset

Have a goal, know the impact and context, know next steps.

Tip: Write goal down
THANK YOU
SELECT REFERENCES

Jane Gaynor, Performance Coach

Stop Avoiding It: 4 Tips for Delivering Tough Feedback
• [https://www.entrepreneur.com/article/285468](https://www.entrepreneur.com/article/285468)

6 Rules For Effective Feedback
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