



“Our greatest hopes could become reality in the future.
With the technology at our disposal, the possibilities are
unbounded. All we need to do is make sure we keep talking.”

—Stephen Hawking

Credibility, Influence, and Impact



CONVERSANT

HIGH-PERFORMANCE CONVERSATION

Not every conversation will change the world. But any conversation can.

Credibility, Influence, and Impact

As a leader today, how do you get work done? If you're like most, the vast majority of your work happens in conversations. When you change the power of your conversations and interactions, you change the power of your leadership and get much more done than ever before—more results with less time, money, and stress.

Credibility, Influence, and Impact is an eight-month leadership experience that creates a unique learning environment for people who want to improve the value of their leadership, reduce stress, and increase results in their organization.

Throughout the program, you will increase your ability to have conversations that:

- Build immediate credibility
- Influence others using your own distinct leadership assets
- Create extraordinary impact and results in your business and your life

...and lead others in your organization to build these same skills.



“Conversant’s *Credibility, Influence, and Impact* greatly improved my conversations with key partners in the organization. These conversations led to critical technology enhancements which modernized our infrastructure and impacted our bottom line. Overall, Conversant has greatly changed me both professionally and personally.”

—Catherine James

*V.P. Marketing Operations
Genworth Financial*

Generating real world results

The program is focused on generating real world results for you and your organization through:

3 face to face conferences

Credibility Conference: (one week) *How do I become immediately credible?*

Our ability to influence people and events starts with the level of credibility we have. During this first week, we'll focus on building credibility by improving the quality and timing of our conversations. We'll use lessons learned in a highly experiential setting to demonstrate the power of our conversations in building credibility.

Influence Conference: (one week) *How do I influence?*

This introspective and personal second conference helps you find your source of unique influence and generate results in any circumstance.

Impact Summit: (two days) *How do I guarantee that I make the impact that I intend regardless of circumstance?*

These two days you explore and share the impact you have on the challenges and opportunities you face – and how to have more impact with less time, money and stress. This final event will integrate all of the learning to ensure sustainable long term impact for you.

Group and one-to-one coaching

We use group (peer-to-peer) and individual coaching with a professional Conversant coach to help you deepen your understanding of the principles and discover immediate and important application. These new insights and applications will help you drive dramatically improved business value and personal satisfaction.

A business-specific project focus

Applying the skills you're learning in a direct, immediate, and relevant way is crucial to making an extraordinary impact. So, we'll ask you to identify a real world project or business challenge from your professional life to work on throughout the eight months. **Conversant guarantees committed participants will generate results that are 10 times greater than the investment in *Credibility, Influence, and Impact*.**



“Since completing *Credibility, Influence, and Impact*, I have significantly enhanced my leadership agility, process innovation, and customer relationships, resulting in a complete alignment of my professional and personal skill sets. The payoff has been both immediate and impactful as I have been able to generate an additional \$2.5 million in revenue since the completion of the program.”

—Mike Cromer

Program Manager, Aerospace Company

Who is this program for?

This program is designed for accomplished leaders who have successful careers and believe there is more that could be done if they could improve their leadership capability to...

...improve decision-making around them

...accelerate execution

...cause greater commitment and focus

...get more done with less stress

...ensure each conversation and interaction produces real value, real change, and real connection

...turn a diversity of opinion into new ideas and new actions rather than destructive conflict

“The journey I began with *Credibility, Influence, and Impact* has been as personally rewarding as it has been beneficial to our bottom line. We’re finding that the right conversations enable an agility that we previously considered impossible. Customers are delighted, margins are increasing, and our team is happier.”

—Doug White

Director of FBM Programs

Lockheed Martin Space Systems Co.

We use a variety of active learning methods, including residential experiences, group exercises and activities, and individual reflection time. The program and methods are designed so that each individual develops personal awareness, gains fresh perspectives, and realizes a deep appreciation of their own gifts and the power of conversation in leveraging those gifts.

Pricing and logistics

Tuition is \$17,500 and does not include transportation, food, and lodging costs.

CREDIBILITY CONFERENCE

May 20-25, 2018

The *Credibility* conference is held at The Home Ranch near Steamboat Springs, Colorado. Food and lodging costs will be approximately \$2,100.

INFLUENCE CONFERENCE

July 29 - August 3, 2018

The *Influence* conference is held at a Colorado resort. Food and lodging costs will be approximately \$1,950.

IMPACT SUMMIT

October 23-24, 2018

The *Impact* summit is held in Boulder, Colorado, at a Conversant venue. Participants are responsible for their own lodging arrangements.

To inquire about enrolling in *Credibility, Influence, and Impact* please contact:

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“Leadership and learning are indispensable to each other.”

—John F. Kennedy



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