

crucial
conversations®

Silence Fails

The Five Crucial Conversations for Flawless Execution

Hold These Conversations to **Ensure Your Project's Success**

Increase your odds of project success 50–70% by addressing these five crucial conversations:

- 1. Fact-Free Planning.** A project is set up to fail when deadlines or resources are set with no consideration for reality.
- 2. AWOL Sponsors.** A sponsor doesn't provide needed leadership, political clout, or time to a project.
- 3. Skirting.** People work around the priority-setting process.
- 4. Project Chicken.** Team members don't admit to project problems, but wait for someone else to speak up first.
- 5. Team Failures.** Team members are unwilling or unable to support the project.

An organization's success is determined by how well people execute on its high-stakes projects and initiatives. However, current execution trends are anything but promising. According to recent research:

- Fewer than one in three critical initiatives will achieve intended goals, and almost half are deemed outright failures.
- 83 percent of employees say they are working on projects, programs, and initiatives they believe will fail.
- Companies' collective inability to execute on major projects costs hundreds of billions of dollars each year.

The good news is that these failures are predictable—and therefore, preventable. In the groundbreaking study, *Silence Fails: The Five Crucial Conversations for Flawless Execution*, VitalSmarts and The Concours Group found that project failures are almost always preceded by conversation failures. Learn to step up to these five crucial conversations and improve results through better decision making, higher quality project execution, and more engaged leadership.

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

In this interactive presentation, you will learn skills for engaging more effectively in these emotionally and politically risky conversations.

Length: 1 to 3 hours

Audience: General to Executive level



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