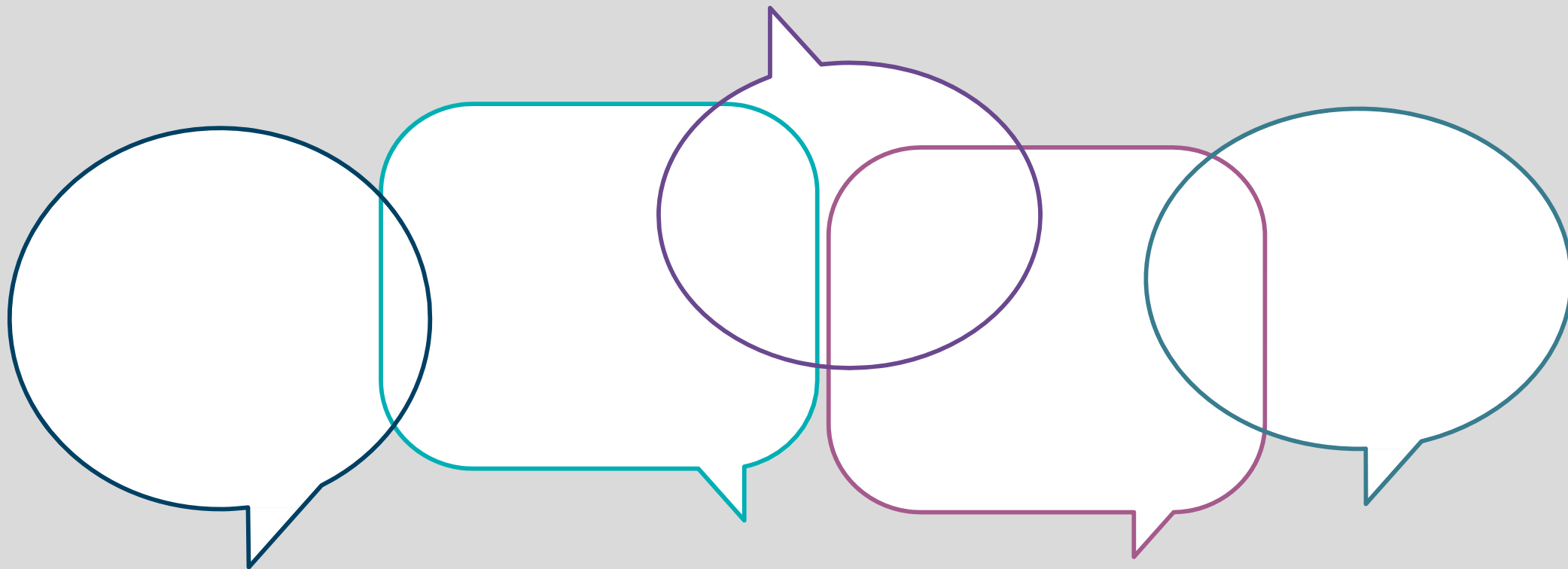


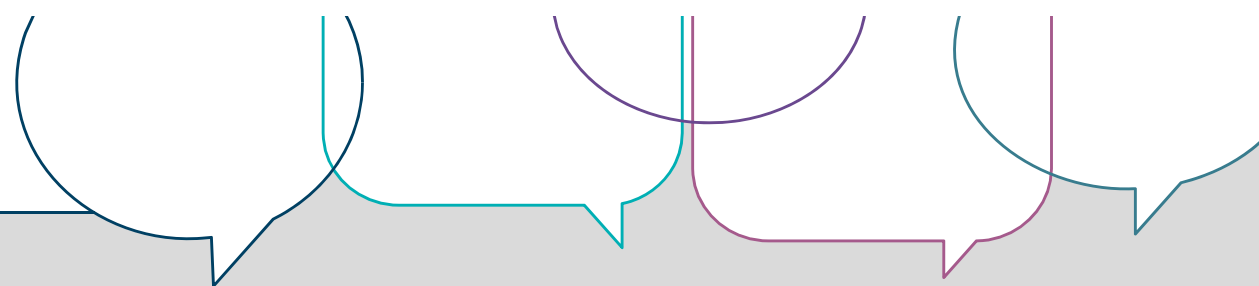
## 5 Conversations – Welcome!



### 5 Conversations

To transform trust & engagement at work

4<sup>th</sup> March 2016



## Today's agenda

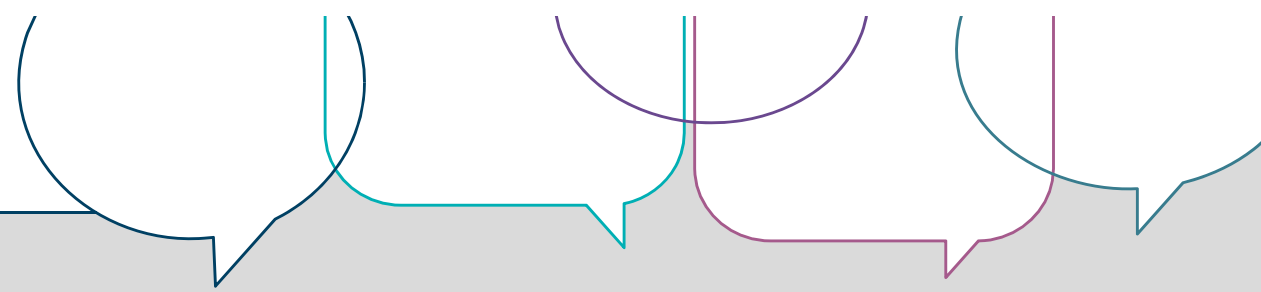
Origin of 5Cs

Employee engagement

Neuroscience

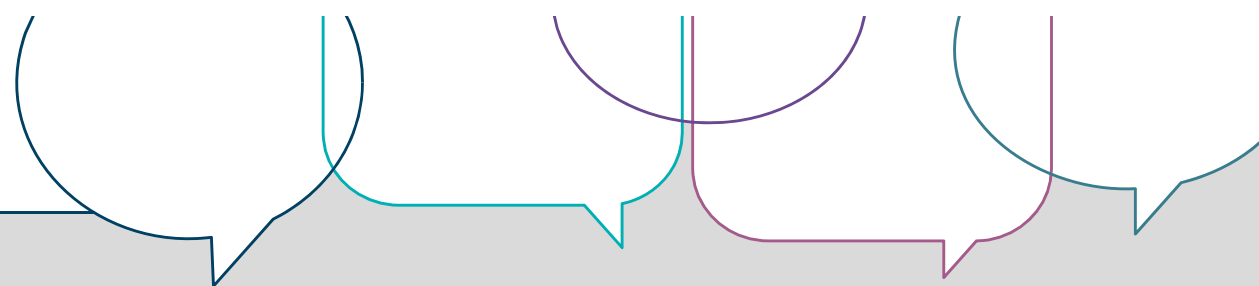
Overview of the 5 Conversations themselves

Welcome Q&A throughout



Within your organization, which one of the following 5 conversations is most needed:

1. Building a trusting relationship?
2. Agreeing mutual expectations?
3. Showing genuine appreciation?
4. Challenging unhelpful behaviour?
5. Building for the future, i.e. a deep personal development discussion?



# The Oxford Group Heritage



The Oxford Group was founded in Oxford, UK in 1987 by a group of us who shared a vision of building a company that would be known for:

- Delivering measurable improvements in our clients' business performance
- Being a global partner to the world's leading and most respected organizations
- Living our values so we attract and retain the most talented consultants, facilitators and coaches

Acquired by the City & Guilds Group in February 2015



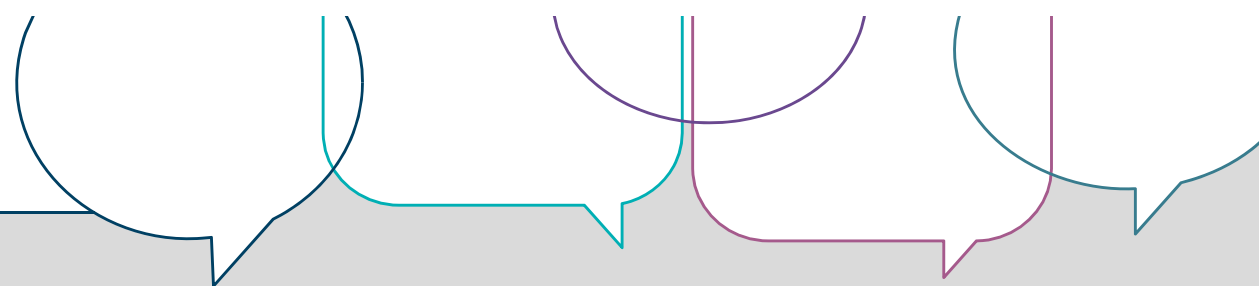
# 5 Conversations

To transform trust & engagement at work

Taster Session

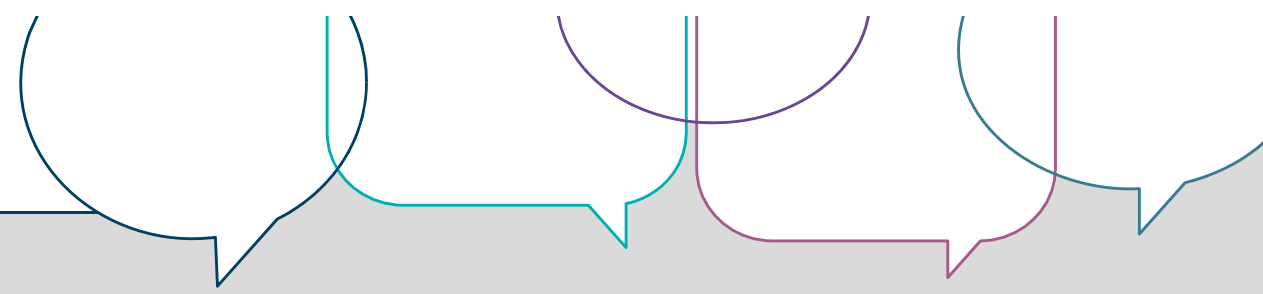
The Oxford Group is a partner to some of the world's leading companies:





## Where did 5 Conversations originate?

- Often asked **“What is your signature programme?”**
- For 25 years our workshops have helped leaders build **trusting relationships and engagement**, through authentic, honest, open conversations
- In 2010, Oxford Group was commissioned by AstraZeneca to create a workshop called **“Constructive Conversations”** for 1,500 line managers worldwide to **build engagement and performance**
- We received exceptional feedback and delivered measurable improvements in employee **engagement and performance**
- Since Sept 2012 we have taken our learnings from the AstraZeneca course and enhanced them with other sources to build the **5 Conversations programme**



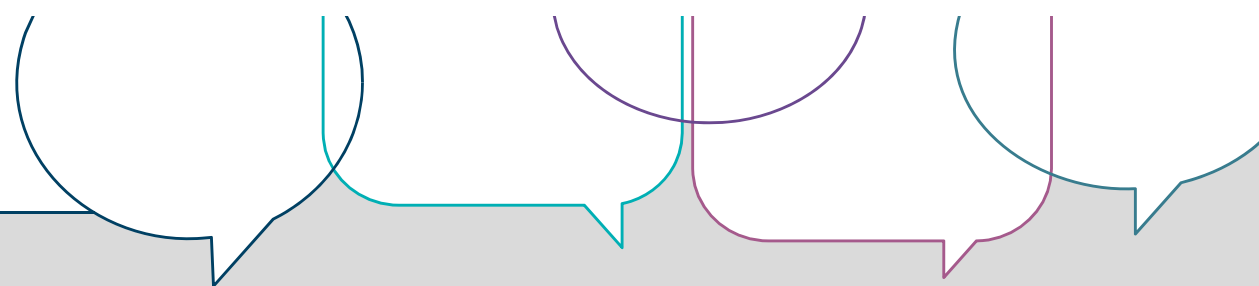
## The approach

5 Conversations is an inspiring programme that empowers managers to develop more trusting and successful relationships at work

This results in stronger employee engagement and transforms individual and business performance

***Less about skills – more about courage, intention and emotional commitment***





## Why conversations?

In today's work environment, amongst all the jargon, processes, performance management, KPIs, email, social media, we have forgotten a simple truth

**the power of authentic, two-way, human conversations to build relationships, trust, engagement and performance at work**

Throughout history people have talked to each – face to face, using gesture and touch, smiles and frowns, sharing hopes and fears – to build trust, relationships and collaboration to get things done

The 5 Conversations programme aims to add authentic conversations back into the world of work





# 5 Conversations

To transform trust & engagement at work

Taster Session

## 5 Conversations to transform trust and engagement at work

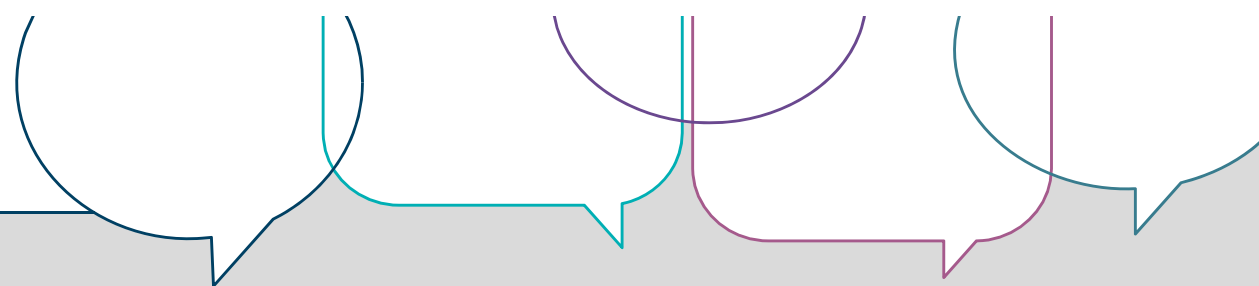
**1. Establishing  
a trusting  
relationship**

**2. Agreeing mutual  
expectations**

**3. Showing  
genuine  
appreciation**

**4. Challenging  
unhelpful  
behaviour**

**5. Building for  
the future**



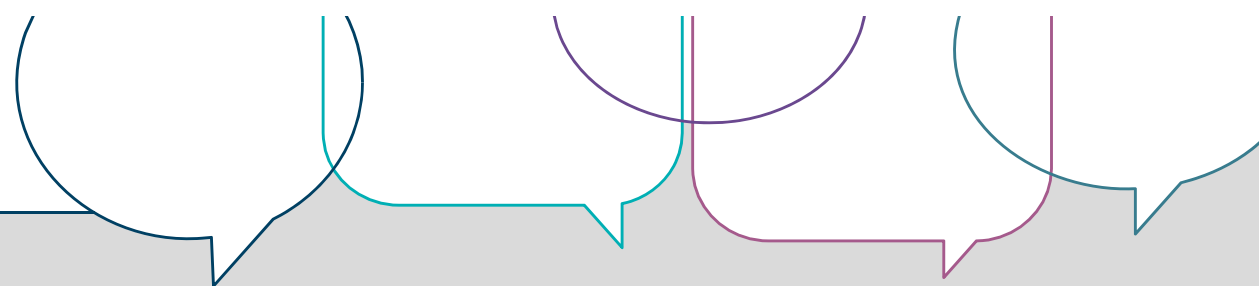
## Defining 'engagement'

Studies define 'engagement' as having 3 key features:

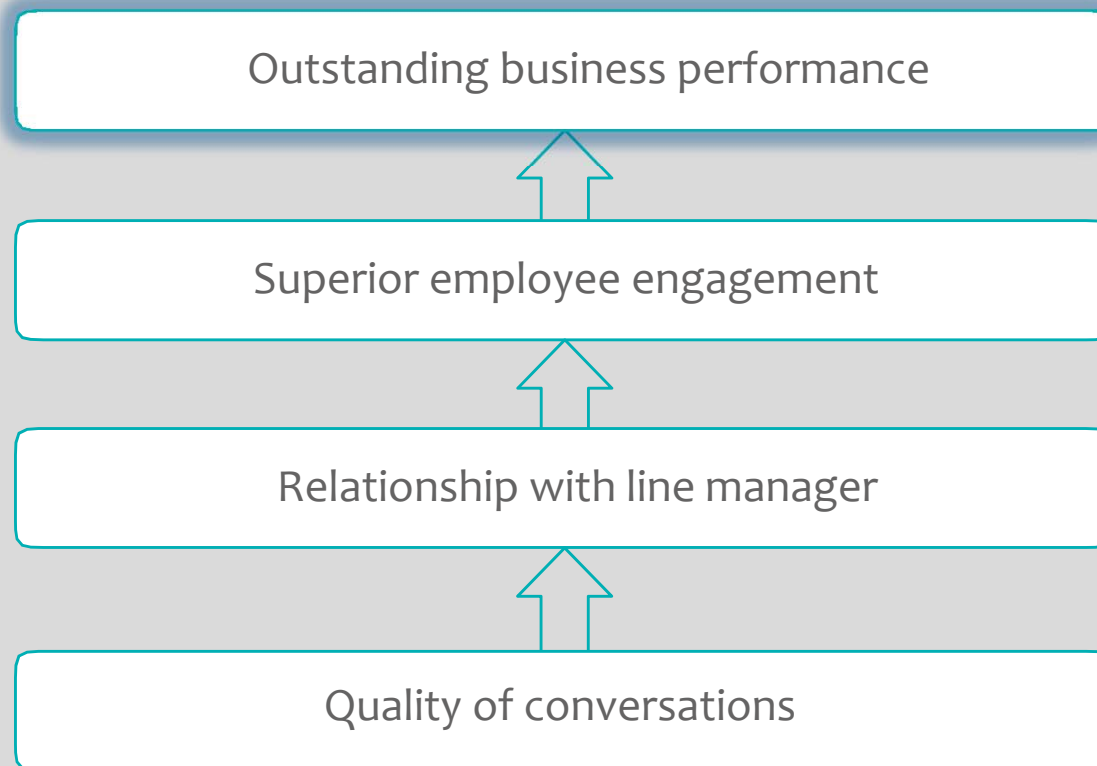
Organisational  
citizenship

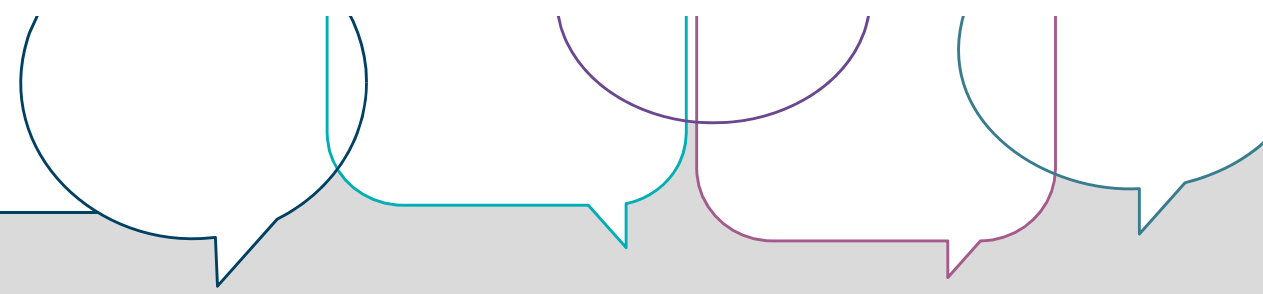
Willingness to  
give discretionary  
effort

Intention to stay



## In summary





## The neuroscience case for engagement

**Limbic/Mammalian Brain:**  
The emotional centre

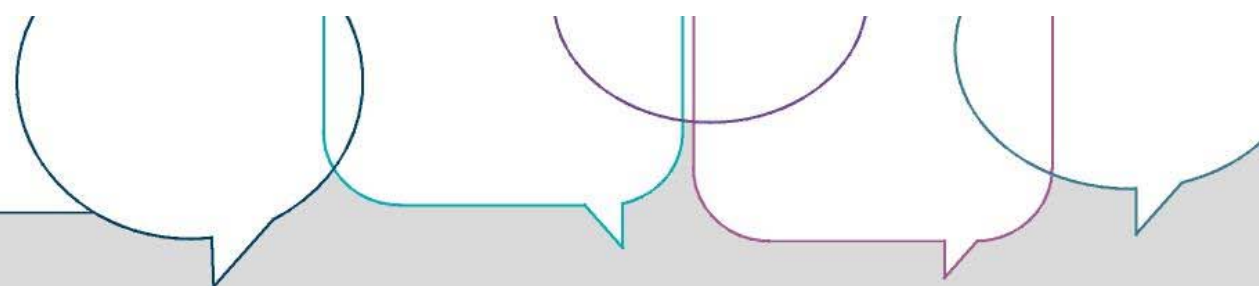
**Human Brain = Thinking Brain:**  
Conscious and deliberate thinking

**Brain Stem = Reptile Brain:**  
The subconscious process  
keeping us alive, e.g.  
respiration, digestion,  
temperature control





## Conversation 1: Establishing a trusting relationship



### Establishing trust – try asking ...

- How we can build a really effective working relationship?
- What would you like to know about me and how I work, to understand where I'm coming from?
- What do I need to know about you, your motivations, style, preferences so I can help you be your best and we can work together really effectively?

# 5 Conversations

To transform trust & engagement at work

Taster

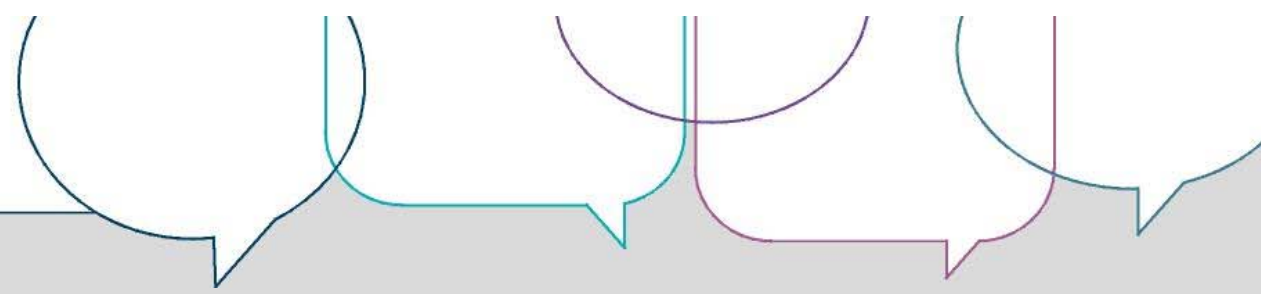
## Conversation 2: Agreeing mutual expectations

2

# 5 Conversations

To transform trust & engagement at work

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## What am I trying to achieve, and why?



[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)



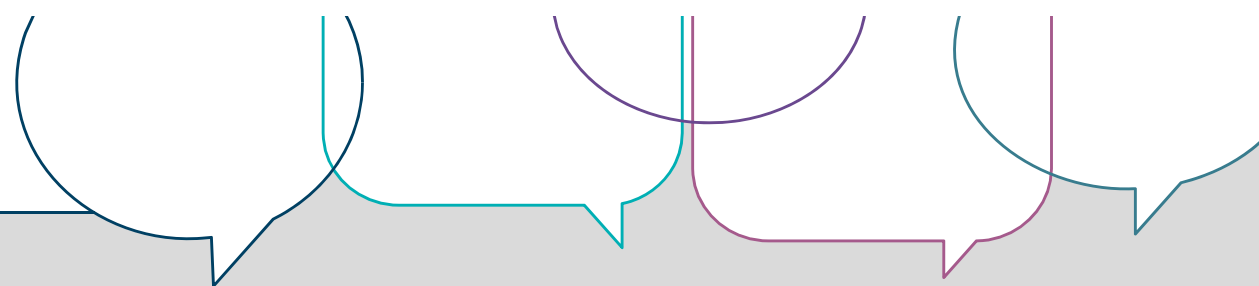
# 5 Conversations

To transform trust & engagement at work

Taster Session

## *Conversation 3:* Showing genuine appreciation





## Conversation 3: Showing genuine appreciation



### Appreciative Inquiry

- What's working well?
- What's good about what we are doing?



### Traditional deficiency model

- What's wrong?
- What needs to be fixed?

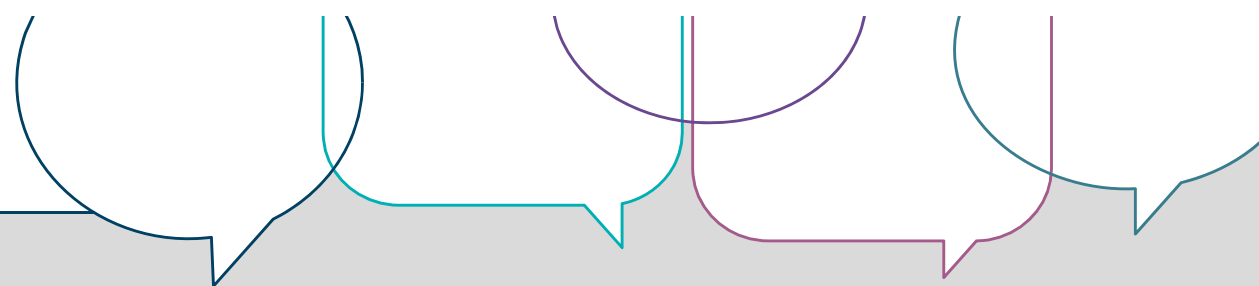
# 5 Conversations

To transform trust & engagement at work

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## *Conversation 4:* Challenging unhelpful behaviours

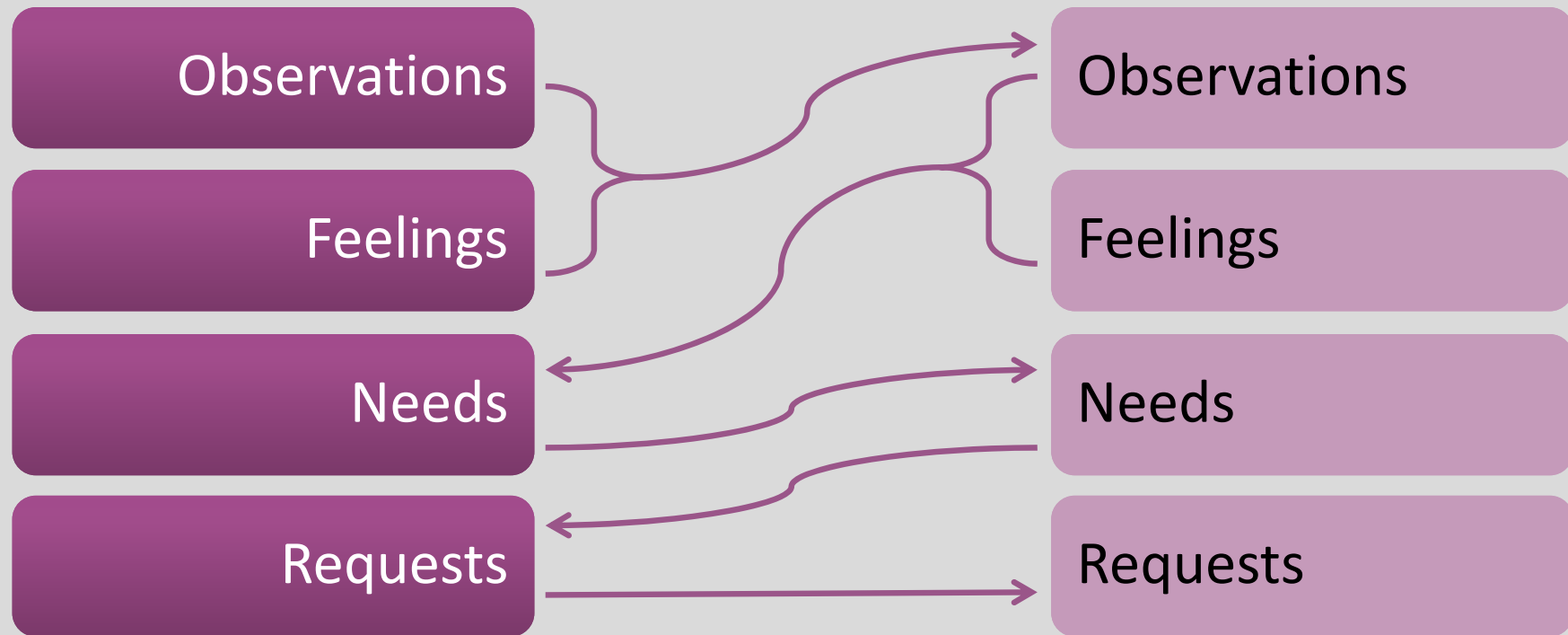
4



## Structuring a conversation

*Me*

*You*



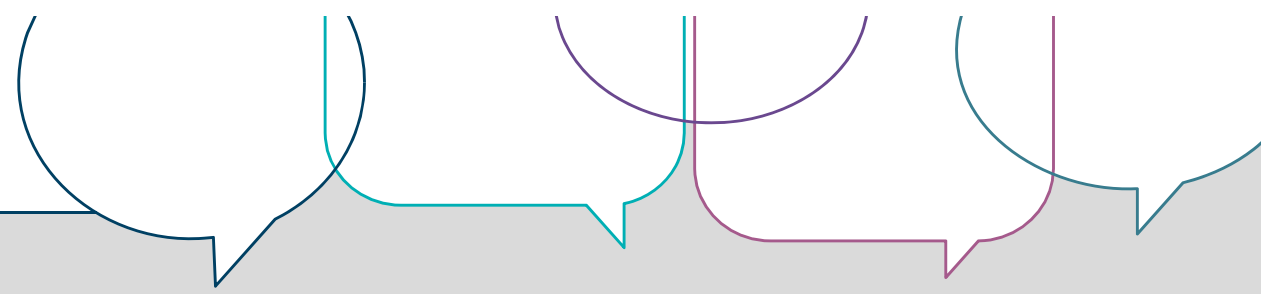
# 5 Conversations

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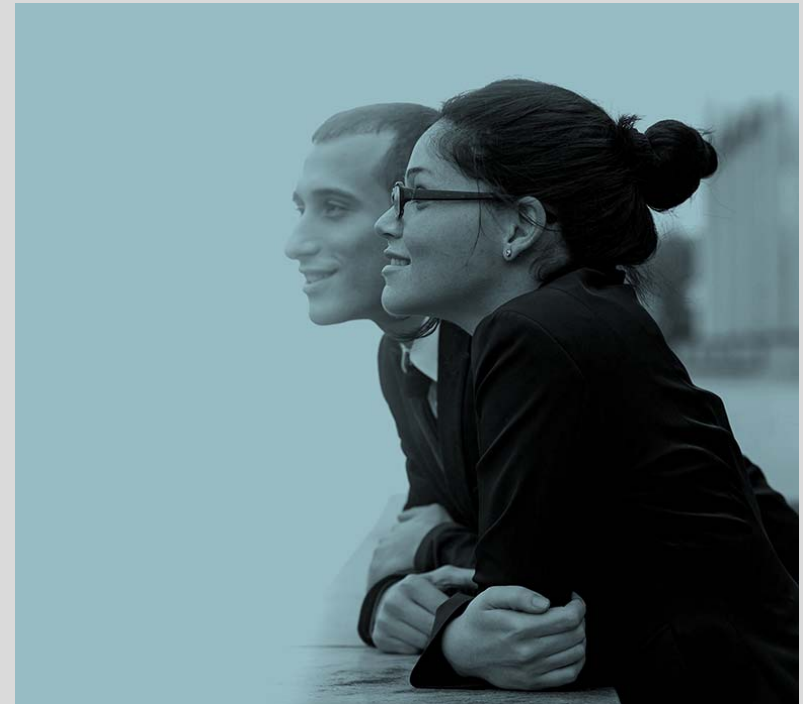


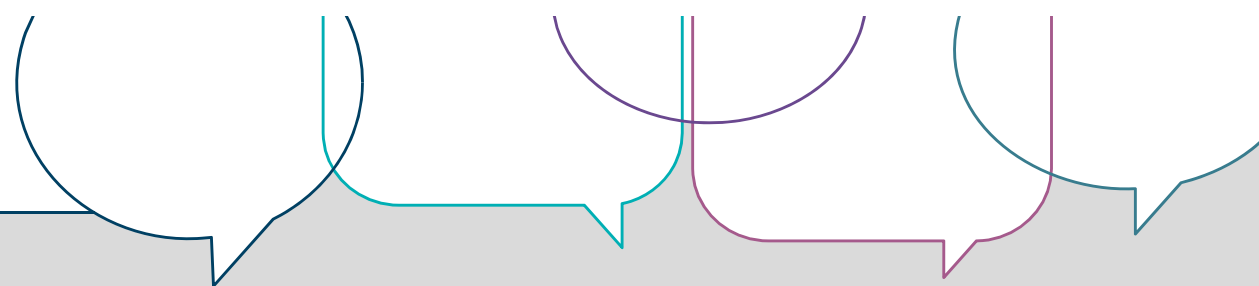
## *Conversation 5:* Building for the future



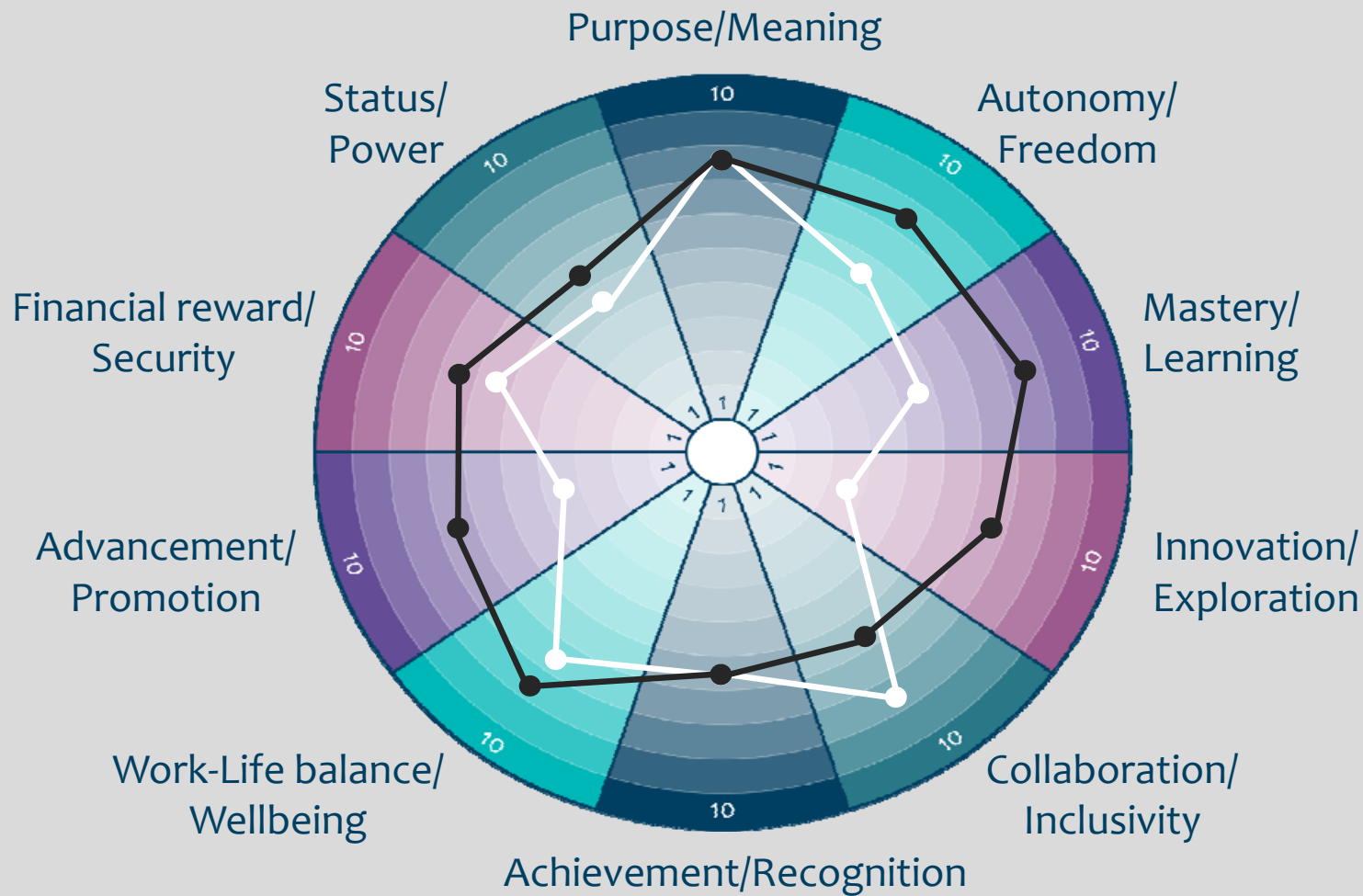
## Conversation 5: Building for the future

**Question:** Do you know the career aspirations of your people as well as the head-hunter does?





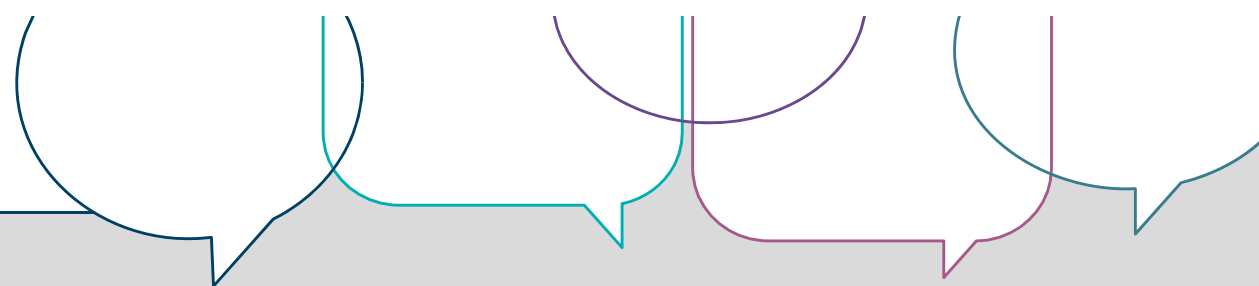
## Future focus wheel



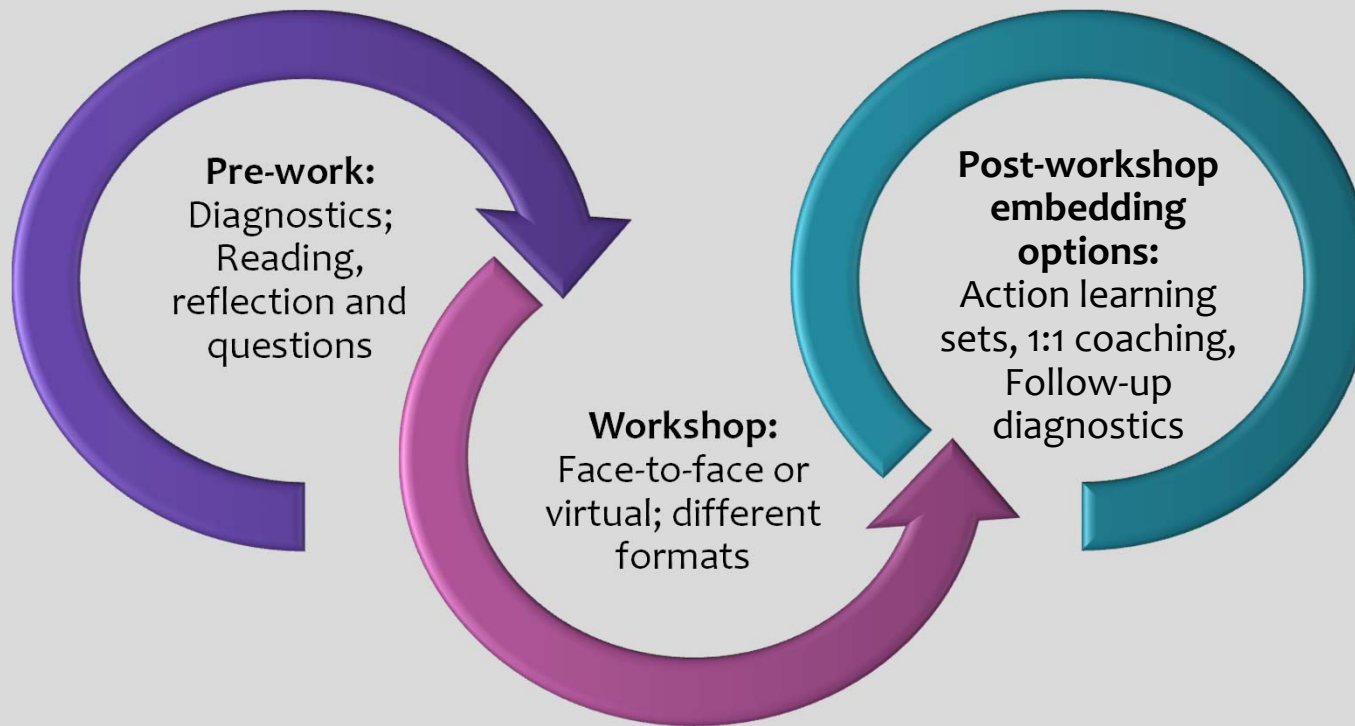
# 5 Conversations

To transform trust & engagement at work

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5 Conversations is a deep learning experience consisting of:

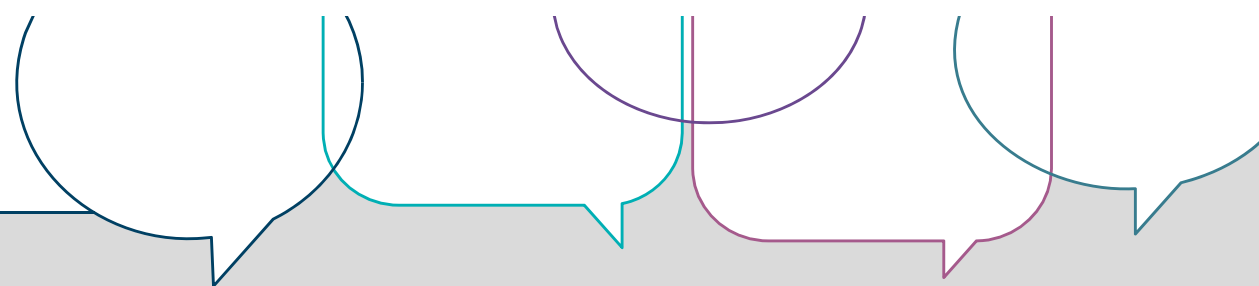




# 5 Conversations

To transform trust & engagement at work

Taster Session

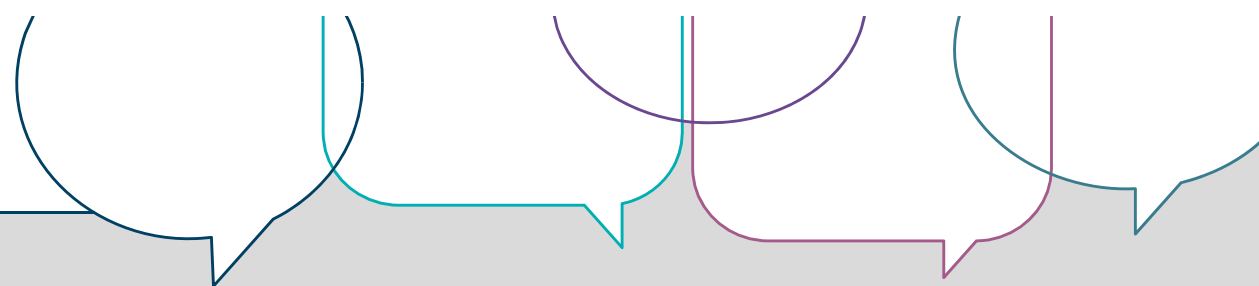


<b>Workshop</b> (up to 16 participants)	<b>Masterclass</b> (up to 16 participants)	<b>Essentials</b> (up to 16 participants)	<b>Bite-size</b> (up to 16 participants)	<b>Virtual Bite-size</b> (up to 16 participants)	<b>Train the Trainer</b> (up to 16 & 6 participants)
<p>The full two-day Workshop is the ideal option for managers who need to boost employee engagement.</p> <p><b>Includes diagnostics as pre-work</b></p>	<p>A one-day programme for managers who are unable to spend two days away from their day-job.</p> <p><b>Includes diagnostics as pre-work</b></p>	<p>A half-day programme to take managers from good to great at engaging their direct reports. Essentials is suitable for participants who are already familiar with the principle of employee engagement but would benefit from some new tools to boost employee engagement further.</p>	<p>A 6-part modular programme with a kick-off webinar followed by 5 face-to-face short workshops. This is ideal for senior managers who require extensive practice in holding engagement-boosting conversations with their direct reports but are unable to be away from their day-job for long periods of time.</p>	<p>A 6-part series of webinar based modules which suit managers of remote teams who do not necessarily see their direct reports regularly. The programme allows managers to practise holding conversations with fellow participants virtually, as they would with their direct reports. Virtual Bite-size follows a similar structure to the Bite-size programme.</p>	<p>The Train the Trainer programme is made up of two components; first participants go on the full 2-day workshop, shortly afterwards the participants go on another 2-day programme which trains them to facilitate 5 Conversations programmes themselves. The latter programme is for up to 6 participants as they require more attention from the facilitators. After both programmes the participants become accredited facilitators who will be able to deliver 5 Conversations programmes in-house.</p>

## New Self & 360 Diagnostics

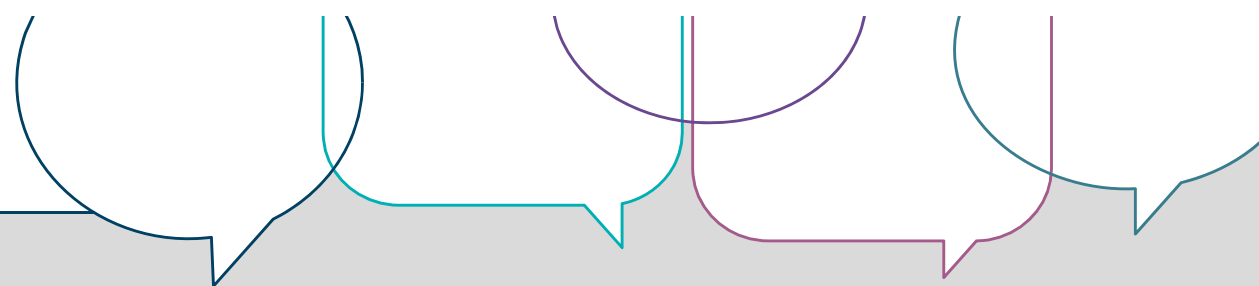
- Recognised value of self and 360 insights from inception of 5Cs – designed from summer 2015 and launching now
- Self diagnostic prompts self-reflection
- 360 version
  - Value of others' perspectives which may be different from yours!
  - Includes baseline measure of employee engagement to allow follow up measurement at 1 year, 2 year points





## Virtual Bite Size Version

- Most requested addition to the 5Cs suite of solutions – launching Jan 2016
- Consists of 6 x 2 hour WebEx's over 3 months, plus 2 hours practice between each WebEx, plus pre-work and follow up
- Focus on holding the 5 Conversations in virtual settings
- Highly interactive design for cohorts of 8–10 – some sample slides to follow



## Thank you!

For further information about 5 Conversations, please contact us via:



[enquiries@oxford-group.com](mailto:enquiries@oxford-group.com)



[www.5conversations.co.uk](http://www.5conversations.co.uk)



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