

training 2014

Conversations with the C-Suite

My C-Level: _____

Onboard Yourself: Do you know...

- Who's on their team?
- Who are their peer partners?
- Who are their SMEs?
- What are their strategies and plans?
- Who is their sponsor?
- What keeps them up at night?

Speak the Language: Can you link L&D to your C-level's

- Revenue?
- Gross Margins?
- Retention?
- Market Share?
- Cost?
- Quality Improvement?
- Cycle Time?
- Language?

Build Credibility: What are your sources of credibility?

- Strategic facilitation?
- Cross-divisional information?
- Right questions?
- Right metrics?
- Business acumen?
- Program validation?

Build Champions: Whose credibility can I borrow?

- From a **design** point-of-view?
- From a **delivery** point-of-view?
- From a **sponsorship** point-of-view?

Start Conversations: Where?

- Strategic event
- A key meeting
- Choose a goal
- Choose an initiative

Ace Chance Encounters: Are you prepared...

- With an elevator pitch?
- A deep question?
- To make useful connections?
- To handle tech questions?
- To keep conversations short?

Focus on Solutions: Are you...

- Focused on causes, not symptoms?
- Making decisions on evidence?
- Involving them in trade-offs?
- Able to say 'No' (or 'Yes, and...')?

Communicate Value: Do you...

- Have a value message?
- Communicate it frequently?
- Leverage multiple channels?
- Network?
- Avoid empty communications?