



Bill Benjamin

Difficult Conversations in Difficult Times

Learn the Skills to Conquer Performance Management

“The single biggest problem in communication is the illusion that it has taken place”

George Bernard Shaw

One of the most important things a leader has to do is to help the people on their team grow and develop. But this kind of performance management can often lead to difficult conversations that are even more difficult given the uncertainty people are facing. Add to this the pressure of time and the need for results, relationships get frayed. This is not surprising. What is surprising, however, is the lack of skill and ability most leaders have to be transparent and effective in how they have difficult conversations.

In terms of performance management, the result is typically one of two things:

- 1) The leader does not really step into giving the feedback, knowing the other person is likely to get defensive, become upset or not listen to their feedback, or
- 2) The leader gives the feedback, but it's not done skillfully and not received well, further impacting the relationship, and leaving the person upset and de-motivated.

The majority of leaders want to make their relationships work, they want to give performance reviews that make a difference and inspire others. Most leaders, unfortunately, are just not sure where to begin. **Difficult Conversations in Difficult Times** provides individuals at all levels in an organization with tools and strategies needed to build effective relationships at work; and knowledge on how to leverage those relationships to provide performance feedback and coaching that drive great results.

In this program, participants will:

- Understand the brain science of emotions that need to be managed in order to have effective difficult conversations in difficult times
- Learn techniques to provide on-going, in the moment feedback before an issue requires a performance management discussion
- Learn and practice techniques for having Difficult Conversations in Difficult Times, including:
 - Giving honest and candid feedback during performance conversation without leaving the other person feeling “beaten up”
 - Holding people accountable to their performance goals in an engaging way
 - Giving bad news or say, “no” in a way that ensures the person still feels valued
 - Managing up – giving feedback when the stakes are high

About Bill Benjamin:

Bill is an experienced executive who has an in-depth understanding of what drives behavior and great performance in organizations. He is the CEO of a successful multi-national business, recently named one of the Fastest Growing Companies as part of PROFIT Magazine's 'Fast 100' ranking. Bill's training includes advanced degrees in Mathematics and Computer Science. Bill has presented to highly discerning audiences with great success. His clients include, NASA, the U.S. Army, Pfizer, HBO, The Federal Reserve Bank, Surgeons, BlueCross BlueShield, the Air National Guard, and many more.