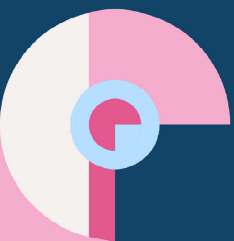


TURN PROJECT CHAOS INTO CUSTOMER CONFIDENCE

Tackling Tough Conversations with your
Peers and Customers



HEATHER CAUDILL
SVP, OPERATIONS
PROCUREMENT PARTNERS

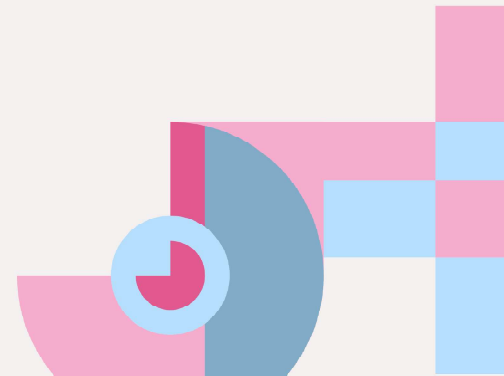
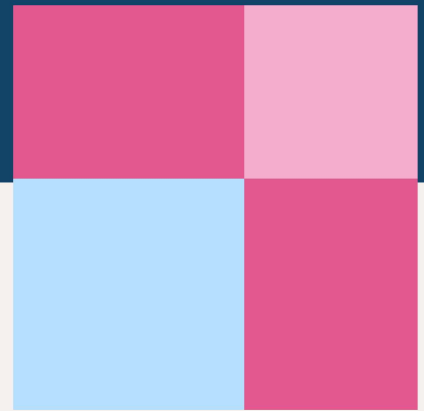


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Where do you struggle the most?

1. Delivering bad news to your customer.
2. Discussing a bad deal with your sales team.
3. Holding your peers accountable to deliverables.

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More than **80% of workers** are running in fear from at least one scary conversation at work.

VITALSMARTS POLL

FORBES | CRUCIAL LEARNING

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Today's Goal

You will learn the MOVE framework and be able to apply it today. It will help you stop avoiding the tough conversations you need to have and start leading them with confidence.



THINK ABOUT THIS

**If you're not tackling the
tough conversations, can
you and your customers
truly be successful?**

Top 4 Mistakes

AND HOW TO FIX THEM

- ▶ YOU'RE **AFRAID** TO SPEAK UP
- ▶ YOU'RE MAKING **ASSUMPTIONS**
- ▶ YOU'RE TAKING NO **ACTION**
- ▶ YOU'RE FOCUSED ON BEING **LIKED**

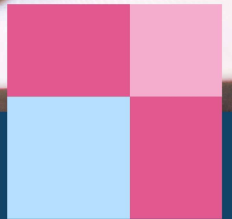
How to Fix Them

LET'S MOVE!

- ▶ **MAP** OUT THE CHALLENGE
- ▶ **OWN** THE OUTCOMES
- ▶ **VALIDATE** THE PLAN
- ▶ **EXECUTE!**

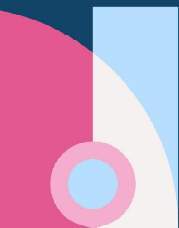
MAP OUT THE CHALLENGE

- Who do you need to talk to?
- What do you need to talk about?
- Why do you want to talk about it?



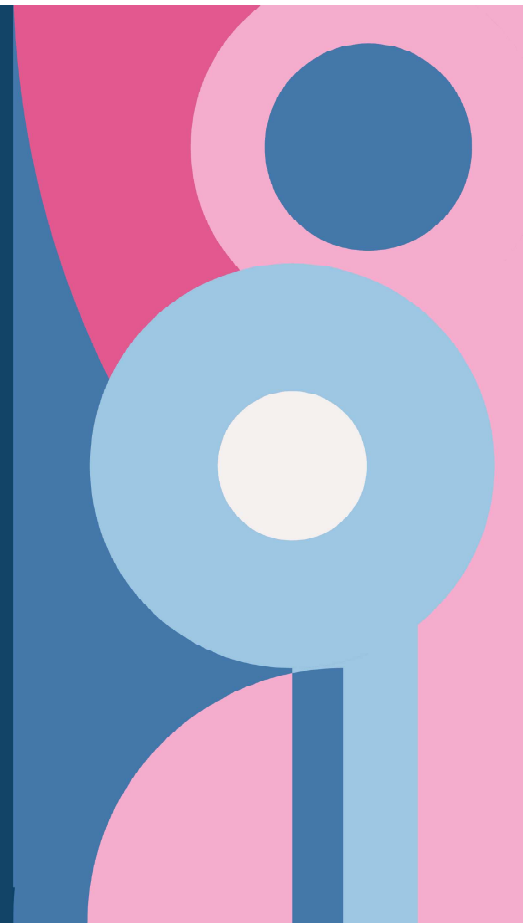
OWN THE OUTCOMES

- What is your desired outcome?
- List alternative outcomes/options.
- Be clear on your intentions and emotions.



VALIDATE YOUR PLAN

- Consider the communication style of your audience.
- How will you start the conversation?
- Where and when will this conversation take place?



EXECUTE!

- Pause for reflection
- Stay true to your voice
- Practice: say it out loud!



LET'S MOVE!

- ▶ **MAP** OUT THE CHALLENGE
- ▶ **OWN** THE OUTCOMES
- ▶ **VALIDATE** THE PLAN
- ▶ **EXECUTE!**



QUESTIONS?

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**Let's keep
in touch!**



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