



Unleash the True Power of Conversation

For true engagement, honor how the brain works.

By Brady G. Wilson

You may not realize it, but your organization is home to an incredibly powerful operating system.

Think outside the realm of technology. What has the potential to engage and energize your employees, bring teams closer together, and create a high-performing workforce?

It's conversation.

Conversation is the common denominator behind “apps” like customer service, feedback, coaching, strategy, and innovation. Meaningful conversations between leaders and employees power up all the things that make an organization successful.

Not sure you agree that conversation is your organization's most mighty operating system? Consider what would

“Ask employees what's energizing them at the moment.”

happen *without* conversation. All those apps would crash – and your organization would fail.

Talking heads

Let's go a bit more “micro” and look at the human brain's operating system. Every single message transmitted from one neuron to another enables us to see, hear, move – and think. If all those 100 billion neurons were to stop talking to one another, our bodies and ability to process information would cease to function.

Meanwhile, science shows us that our brains are strengthened and enhanced by social conversations “between brains.” This is our native wiring – and, consequently, the perfect operating system that we need to connect, understand, and harmonize with others.

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“This technique catches issues before they become calamities.”

And as neuronal conversations are the way the brain gets things done, *employee conversations* are the way *organizations* get things done.

With this in mind, then, why do organizations not integrate conversation into their employee-engagement initiatives?

Ignoring conversation = missed opportunities

Using engagement surveys as an example, consider how organizations often deal with results. Rather than pause to consider the “why” behind results, leaders will rush to create strategies – one-size-fits-all, broad-brush strategies – built on nothing but numbers.

But employees don’t respond well to global solutions. They want to know that they’ve been listened to. Leaders who draft plans without taking time to consider context or “back story” practically guarantee employee non-compliance to any engagement initiative.

Organizations that ignore the importance of conversation are missing out on a range of opportunities to create a higher-performing workforce. Here’s why: Science shows that when you have meaningful, face-to-face conversations that demonstrate value, respect, and care, this boosts the brain’s processing power – forming a feel-good energy cocktail of connection, calm, concentration, creativity, and curiosity. Essentially, conversation can deepen the leader-employee relationship, energize employees, and power those apps that make an organization so successful.



No time to talk?

Don’t feel you have time to talk to your employees? Consider this: Unaddressed concerns fester and simmer. Then they turn into *difficult* conversations – consuming *multiples* of energy, time, and mind-space from everyone in the organization.

And not only that: Conversations don’t have to take a lot of time. Short, simple, “energy-check” conversations are a proven way to unlock insight and possibility in your employees’ minds. It can be as simple as asking employees what’s energizing them at the moment and what’s depleting their energy. Done systematically, this technique not only saves time. It catches issues before they become calamities.

Easy to install

Conversation already exists in your organization. It’s simply up to leaders to embrace it as the key operating system that drives success. Just shift your mindset to include conversation in all engagement endeavors. This generates energy, fueling great experiences and results for everyone in your organization. 

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Power Up

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