



Landeta®

marketing | coaching | consultancy
الاستشارات تدريب تسويق

Ana Maria G. Landeta
Founder & Managing Director

+965 556 91078 | AnaLandeta@me.com
Byblos Complex | Street 13 | Block 9 | Building 36
Salmiya | Kuwait

Team Building

INTRODUCTION

In the workplace people expect to be especially **successful**. Research has shown that when it comes to business, these expectations really matter time and time again.

Acknowledging people's **strengths** and **successes** have a profound effect on their performance and productivity triggering the power of **self-fulfilling** and **achievement**.

Nothing is more effective than sincere, accurate praise and honest compliments to elevate the true self.

Utilizing the **Stop, Start, Change, Continue (SSCC)** model is an easy way to identify actionable steps to make improvements.

It is done to identify steps to increase, accelerate, innovate, actions towards relationships, in order to improve business processes and even provide feedback to employees. It can be used to brainstorm possibilities and then narrow the field to viable alternatives for implementation.

The **goal** is to **generate** a good number and a wide variety of types of **ideas**.

This can be applied to models and processes that have the aspiration to be improved, such as:

- Personal happiness
- Relationships
- Company administration
- Departmental processes
- Technical processes
- Team Building

After a list of ideas and potential actions that have been generated, evaluation is needed and presented for proper implementation.

In order to succeed this model needs two crucial tools: **Confrontation and Acknowledgment** often called as: "**Dangerous Conversations**"

Most on the on-the-job conversations involve the exchange of information, instructions, advice and opinions, and have outcomes that are relatively predictable.

A **Dangerous Conversation** is different because the outcomes are unknown and uncertain since they make us move out of our comfort zone.

Is a direct dialogue that **acknowledges** and **confronts** towards finding new possibilities and opportunities creating a new action of plans and accountabilities.

The word **confrontation** usually evokes a negative feedback or the feeling that we are going to be challenged by or faced with the things we fear we are doing wrong.

But **what if** confrontation was a positive action?

Consider that **confrontation** is focusing on the talent's own potential, telling the truth with respect because you genuinely care about his/her success and because you deeply care about him/her as a person.

This Seminar is all about teaching others on "How to confront people like me" asking the right questions, and it's done in two sessions in different weeks time.

