



## What is Conversational Intelligence and how is it different than other development methods to help executive leaders and teams become stronger?

We are in conversations most of every day and research shows that 9-10 conversations miss the mark. Sometimes people may say to you, "I don't have time to spend in deep conversations – they take too long." By mastering Conversational Intelligence, what normally could take months or even years, can happen instantaneously. Conversational Intelligence enables deeper connections to surface quickly with others. We see higher levels of trust, of partnering and of co-creating behaviors. Our world is moving from an **I-centric** world to a **WE-centric** world. The power of Conversational Intelligence, as a new and innovative framework is profound.

When implementing Conversational Intelligence in a large Pharmaceutical Company - the Company's ratings in the eyes of physicians went from being rated #39 out of #40 (which is low) to being rated #1, #2, #3 in the eyes of Physicians - all within 8 months. A study researching the correlation between physicians and frequency of malpractice suits shows that by connecting with patients through conversations only 4 short minutes longer than the average physician, malpractice rates dropped to almost zero.

You may have heard of EQ, Emotional Intelligence. Well Conversational Intelligence is the next generation of intelligences that enables us to understand how to move from **I-centric** to "WE- centric." EQ is learning and growing the Self - which is "I-centric". It is about understanding our innermost thoughts and feelings and increasing empathy and understanding of others. EQ is about self-regulation (I-centric). C-IQ is about Co-regulation (WE-centric).

Conversational Intelligence (C-IQ) is about connecting, navigating and growing WITH others. Conversational Intelligence provides us with frameworks for building **TRUST**, which is the human platform from which great conversations emerge. C-IQ provides a new innovative framework for understanding how conversations shape our relationships, partnerships, our culture and our reality. C-IQ introduces new frameworks and tools for creating higher levels of trust, of activating higher levels of engagement, strengthening partnerships, and catalyzing co-creation and innovation in relationships, teams and cultures. As we build trust with others, we strengthen our ability to EXPRESS our inner thoughts and feelings - **which** strengthens our relationships and creates mutual success.

Conversational Intelligence is based on Neuroscience Research specifically the Neuroscience of Conversations. C-IQ provides us with deep understanding about how every conversation has an impact - and as we learn about our conversational patterns, we are able to 'Architect, Deconstruct, and shape our conversations with others, **one conversation at a time!**'



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Once you learn **what patterns drive connectivity and trust**, and **what drive fear and distrust**, you are able to connect, engage, navigate and co-create with others in healthy ways. Conversational Intelligence elevates **Oxytocin**, the chemistry of Connection, and lowers **Cortisol**, the chemistry of fear and distrust. Understanding the Neuroscience of Conversations and applying this wisdom inside of companies transforms individuals, teams and organizations - and opens up new pathways for mutual success.

As an organization or even for yourself personally you may have hired a transformational or leadership coach. What makes C-IQ so unique and why C-IQ coaches stand out from others is their deep awareness of **Interaction Dynamics ('tell and ask'; Advocate & Inquire, Share and Discover)** and how to use these dynamics to connect, navigate and grow with others in healthy ways. Because C-IQ coaches are intimately more aware of how to build trust with clients and teams, they are able to uncover challenges and blind-spots that were invisible before. This is not just a “**how to**” system it is a “**know how**” system. C-IQ coaches masterfully support clients and teams to reveal their own deep awareness and how to express those awareness' and feelings, which creates lasting and profound shifts in how individuals communicate and co-create, and **how a company creates its culture**.

The amazing thing about C-IQ is that it is something that can be cultivated and internalized. We are actually rewiring our brains to be healthier. It is the single most important intelligence in the world - and the greatest part is that the more we do it the better we get. And once you “get it” - it can never be taken away because it's not just a “how to” system that you follow - it's wisdom you gain that gives insight into the patterns that drive deeper understanding of how to **connect, navigate and grow with others**. Yes, there are frameworks, tools and experiences that we share so that transformation can take hold, but it is an “**in the moment**” **experience**' that builds toward C-IQ mastery. C-IQ coaches are adept at taking all the C-IQ tools and frameworks and using them in highly creative and unique ways. C-IQ is not a follow the numbers system, it is built for you, or your company's growth needs as they unfold.

C-IQ is really such a unique way of engaging individuals, teams, and companies because you literally learn what is happening in your brains moment to moment. You will become a neuroscience expert! You can help yourself and others by self-regulating and co-regulating neurochemistry. You will learn how to create healthy organizations (interactions, teams etc) through conversational rituals and uncover the wonderful worlds that emerge through the words that we share, the feelings we express, and the partnerships that evolve!

Contact us to meet our global team of Conversational Intelligence Certified Executive Coaches. They can help you accelerate the effectiveness of your leaders and team.

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