



MASTER CLASS

MC2604: Building Trust Through

BETTER CONVERSATIONS



How You'll Benefit:

- Build trust and rapport more quickly through meaningful conversations.
- Move beyond small talk to deeper, more productive dialogue.
- Create a safe, empathetic, and engaging environment for conversations.
- Use questioning strategies that show interest, foster respect, and strengthen relationships.
- Apply a simple 3-step conversation tool to increase likability and influence.

Program Overview:

Strong business relationships are built on trust, and trust begins with quality conversations. This workshop gives professionals the tools to move beyond surface-level interactions and create meaningful dialogue that fosters rapport, respect, and collaboration.

Participants learn how to recognize barriers to trust, ask powerful open-ended questions, and apply the three levels of conversation to deepen connections. Through practical tools like the 3-step conversation model, they will practice showing empathy, creating safety, and demonstrating genuine interest—skills that help them become more influential, respected, and trusted in the workplace.

Agenda:

TOPIC 1

Introduction to Trust and Conversations – Why conversations matter in building strong relationships.

TOPIC 2

Question Types – Open, closed, and alternative choice questions.

TOPIC 3

Three Levels of Conversation – From small talk to values-based discussions.

TOPIC 4

Building a Conversation Environment – Empathy, safety, and interest.

TOPIC 5

The 3-Step Conversation Tool – Ask, affirm, and follow-up.

TOPIC 6

Practice Exercises – Personal and business conversations (ISE activities).

TOPIC 7

Reflection and Application – Identify personal takeaways and action steps.

TOPIC 8

Implement to Improve – Commit to applying tools for continuous improvement.

AI Coaching Experience:

Scenario 1:

Building Trust Through Quality Conversations: Practice using the Ask-Affirm-Follow-Up model to build trust and establish a strong working relationship with a new team member.

Scenario 2:

Building Trust with a New Client: Practice using the Ask-Affirm-Follow-Up model to rebuild trust and establish rapport with a hesitant client by guiding the conversation from small talk to meaningful dialogue.

Delivery Format:

Virtual

Duration & Structure:

2 hours

Up to:

30 participants