

The conversations your leaders
are having or avoiding are either
**driving your growth or getting
in the way of it.**

We equip leaders to have the
Conversations that matter!®



Conversations that matter!® is a twelve-week blended programme equipping leaders to apply coaching skills to their workplace conversations.

Many leadership programmes teach theory. This one changes behaviour and organisational culture by developing the skills in real-life context.

Heathrow

"The results have been transformational, equipping our practitioners with stronger coaching mindsets and improving the quality of conversations across their day-to-day work leading to positive outcomes. I would highly recommend this programme."

Deb McEwen - Health & Wellbeing Strategic Programme Manager,
Heathrow

WHO IS IT FOR?

HR LEADERS

DEPARTMENT HEADS

MIDDLE MANAGEMENT

PROJECT MANAGERS

C-SUITE

The impact of applying coaching skills to workplace conversations is measurable:

*OVER 3 YEARS OF DELIVERING THE PROGRAMME TO SENIOR LEADERS IN TSB

↑ **35%**

Increased confidence to lead using coaching skills: **up by 35%**

↑ **13%**

13% higher on key employee engagement metrics

↑ **8%**

8% increase in performance scores

↑ **15%**

Autonomy levels: up by **15%**



"We now have over 430 Senior Leaders who have seen mighty steps forward in their coaching confidence, awareness, levels of support and challenge within the business. I'm a huge advocate of the programme, the coach mentors and the embedded coaching culture this work initiates and sustains."

Jenny McNama | Senior Manager, Leadership and Organisation Development at TSB Bank plc.

What's the organisational problem you're trying to solve?

Relationship issues

Silo thinking

Burnout

Performance accountability

Micromanaging

Back-to-back meeting culture

Adaptability



These are human problems, and they are why organisational objectives can often go unmet.

HOW ARE YOU ADDRESSING YOUR HUMAN PROBLEMS?

- ☐ Our leadership goals meaningfully connect to the business and financial outcomes our organisation actually cares about
- ☐ Our leaders have the confidence and capability to engage in purposeful conversations with their teams, no matter how difficult
- ☐ We have high levels of trust and psychological safety allowing us to adapt, innovate and grow
- ☐ Our expectations are clearly communicated, leading to real autonomy and accountability in our teams
- ☐ Our leaders are aware of their impact on others and have the tools to shift from directing, to building personal responsibility in their teams
- ☐ Our leaders prioritise working 'on the business' over working 'in the business'

Ticked fewer than you'd like?



82% of employees are at risk of burnout

MERCER

With many SLTs investing in AI transformation, pace is often prioritised over connection. Conversations that matter!® can help you navigate this - protecting culture and preventing burnout without getting in the way of productivity.

The Conversations that matter!®

Programme has been designed to help learning stick...

Our 12-week programme (accredited by the Association for Coaching) takes a modular blended learning approach including:

- ✔ interactive, self-paced, bite-sized and thought-provoking eLearning via our platform
- ✔ guided self-reflection exercises to raise awareness of current leadership strengths and identify any gaps
- ✔ group discussion calls following eLearning modules to support greater understanding of core concepts
- ✔ small group half-day workshops focused purely on observed real practice with real time feedback
- ✔ one-to-one mentoring giving tailored feedback to support leaders to make a sustainable change

We've delivered our programme to hundreds of leaders over the last decade working cross-sector, in financial services, retail, education, transport and consultancy.

We've built a platform that you can refer back to.

The Conversations that matter![®] platform sits under every session, giving leaders a place to revisit content, and an opportunity to reflect on their current leadership, consolidate their learning and develop their thinking. It's interactive and built for busy people.



- ✓ Individual logins so you can track your own progress.
- ✓ A mix of audio and visual learning to suit different styles.
- ✓ Bite-sized modules that leaders can revisit any time.
- ✓ Guided self-reflection activities to embed learning between sessions.

Access my calendar to book a call at a time that works for you.



Ready to make Conversations that matter!® part of how you lead?



Suzanne is Director of the Laid Bare Company and founder of Conversations that matter!®, a culture change programme helping organisations build deeper human connection through the way their people communicate.

She began her career in hospitality, later becoming Head of Learning and Development for a FTSE 100 company, where she led a shift from directing to coaching culture. That experience shaped her belief that great communication is the foundation of great connection.

With over 20 years experience as a leadership development specialist, facilitator, coach and coach mentor, Suzanne works across public and private sectors, bringing a coaching mindset to leadership. She designs programmes that help leaders move beyond scripted communication to truly listen, creating brave spaces for courageous, two-way conversations that build trust, psychological safety and sustainable behaviour change.

Suzanne holds a Masters in Coaching and Development and is a Master Certified Coach with the International Coach Federation.



"The most human skills are now the most valuable. As intelligence becomes abundant, being fearlessly human becomes scarce. These are no longer soft skills, but strategic advantages."

Paul Redmond

Author of 'Leadership in an Age of AI: How to Remain Fearlessly Human'

The
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Search 'Suzanne Hayes-Jones'
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thelaidbarecompany.com