

Crucial Conversations for Mastering Dialogue + The SDI

*How self-awareness and open dialogue work together
to improve organizational performance.*

CRUCIAL CONVERSATIONS FOR MASTERING DIALOGUE helps people resolve issues faster, make better decisions, and prevent small problems from becoming costly failures.

Instead of avoiding or escalating tension, managers and teams address challenges directly—reducing delays, ensuring alignment, and improving execution.

THE STRENGTH DEPLOYMENT INVENTORY (SDI) improves how people work together under pressure—reducing friction and unproductive conflict. It gives teams a clearer understanding of what drives behavior, so they can collaborate more effectively.

**When people understand how motives shape interactions
and have skills to speak up, organizations see:**

- Faster problem resolution and decision-making
- Fewer breakdowns across teams and functions
- Reduced escalation, rework, and interpersonal friction
- Stronger alignment in high-pressure situations
- More consistent execution across teams

Improvements in self-awareness, understanding of others, and communication lead to more reliable execution when it matters most.



IMPACT TO ORGANIZATIONAL HEALTH

To see how communication and self-awareness relate to organizational performance, we surveyed 750 people about their colleagues and their organizational culture. Respondents who reported a high sense of self-awareness and a generous view of the motives that drive others were far more likely to report seeing effective communication and cultural health in their organizations than those who scored low on measures of self-awareness and understanding of others.

Respondents who scored high on the measures of self-awareness and understanding of others were:

5x

more likely to report high levels of speak-up behavior in their organization than respondents who scored lower on these dimensions.

10x

more likely to report high levels of social capital in their organization than those who scored lower on these dimensions.

80%

And 80% of those who scored high on both awareness measures reported evidence of organizational performance—both in execution and innovation.



Crucial Conversations.
FOR MASTERING DIALOGUE

This course teaches skills for talking when stakes are high, opinions vary, and emotions run strong. These skills are powerful tools that help people know what to do to handle emotionally risky situations and conversations.



**Strength
Deployment
Inventory.**

The Strength Deployment Inventory helps people better understand their motives, strengths, and how their motives shift in conflict and influence their perception of others. These insights can significantly improve how people show up in their interactions with others, manage conflict, and collaborate.

HOW THE SDI STRENGTHENS DIALOGUE

Insights from the SDI strengthen Crucial Conversations skills by helping people understand the motives that shape how they interact with and respond to others. For example, the SDI helps people to understand:

- Why people with different personality types often tell themselves different stories about the same facts.
- How motives shape meaning in a conversation, influencing what people add or withhold from the dialogue.
- How a person's strengths can sometimes be a source of conflict for others even when intentions are good, and how to adjust strengths to suit the moment.
- Why people experience conflict differently, and that others can be in conflict even if you don't feel conflict.

While the SDI focuses on increasing self-awareness and relationship awareness, Crucial Conversations provides the skills needed to navigate the difficult conversations that naturally arise in any relationship. The result is a combination of insights and dialogue skills that help people keep high-stakes conversations productive.

Next Steps

To learn how the SDI and Crucial Conversations can work together in your organization, visit humanedge.co.za or call 012 345 6281.

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