

# THE 4 'D'S OF A DIALOGUE CULTURE



## FOUR STEPS TO EFFECTIVE COMMUNICATION

### Create A Culture Of Open Communication For Optimal Results

Experience the power of a "Dialogue Culture" in your business and personal relationships with this unique one-day introduction to the processes and practices of *di-a-logic*. Developed in response to requests for a more compact version of *di-a-logic: Practices for Effective Conversation*, the *4 Ds of a Dialogue Culture* is a process-based workshop that introduces the power and potential of the concepts that lead to a Dialogue Culture. Participants learn the value of *Diversity* (being together), *Dialogue* (talking together), and *Discovery* (thinking together) in order to be able to *Deliver* (act together). When applied, these four processes help enable effective conversation and healthy relationships at work, at home, and in the community.

Designed for use by intact teams and cross-functional groups, the 4 Ds program can be employed as the foundation for developing a Dialogue Culture in your organization. Applied consistently, the 4 Ds can help your team to make the connections necessary for effective communication, and build the relationships needed for optimal performance. Don't miss this outstanding opportunity to realize the benefits the 4 Ds can have for your organization:

- Communication between staff and managers is enhanced.
- Customers are better served.
- Decisions are derived from larger pools of information.
- There is greater commitment to decisions.
- There is increased openness and trust.
- Employees feel valued.

#### PRESENTED BY LEADERSHIP CENTER WEST

**Leadership Center West, Inc. (LCW)** has been involved in Training and Organizational Development since 1980. From 1984-1994, LCW represented the Covey Leadership Center and worked with major enterprises such as AT&T, IBM, Bell Canada, Northern Telecom, State of California, and the City of San Jose. The company focuses on developing and presenting seminars and workshops designed to strengthen the conversation process characterized as Dialogue.

LCW's clients include the California Department of Health Services, Fireman's Fund Insurance, John Muir/Mt. Diablo Health Services, Kaiser Permanente, Kentucky League of Cities, Lexmark International, Qwest Communications, *San Jose Mercury News*, Silicon Valley Bank, Stanford University, and the U.S. Department of Energy.

LEARN TO USE  
THE 4 DS TO  
REALIZE YOUR  
ORGANIZATION'S  
FULL POTENTIAL

- **D**IVERSITY
- **D**IALOGUE
- **D**ISCOVERY
- **D**ELIVER

#### REGISTRATION & PRICING INFORMATION

Take advantage of team discount pricing and maximize the impact of learning. Call us for details.

##### PRICING, DATES & LOCATION

**Price:** \$395 per person  
**Date:** Winter/Spring 2006  
**Time:** 8:30AM - 4:30PM — Lunch provided  
**Location:** 5300 Meadows Road  
First Floor Meadows Room  
Lake Oswego, OR 97035

##### REGISTER TODAY!

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**CANCELLATION POLICY:** Cancellations more than thirty (30) days prior to session date are accepted subject to a \$25 cancellation fee. Cancellations less than thirty (30) days prior to the session will not be refunded. Substitutions may be made at any time.