**Title: Candidly Learning…**

**Storyline: A Radically New Way To Lead**

“Radical Candor”…have you ever heard of it? Candidly…we hadn’t either.

Well get ready! It’s a new way to approach leadership and it is sweeping the nation. From corporate exec turned author Kim Scott, (who you may recognize from companies like Apple, Google, Twitter, Dropbox, YouTube and others) “Radical Candor” the NY Times and Wall Street Journal Best Seller, is changing the way companies lead and how leaders engage with their teams.

How can you “Just Say it!”, without being a jerk? Well, if you have ever managed people, then you’ve been there. You need to tell someone about their performance but you know they will be emotional. So…you wait. And then, your chance comes around and you tell them what they WANT to hear…not what they NEED to hear. You are doing them a favor. But that favor will not be looked on favorably by your team. In essence, you just did more damage than good…all with the best intentions. Disaster.

Well, those real-life situations do exist and that is where Lisa Sims, Manager of People Development for Turner, decided it was time to make a big change. She knew we needed a new way to train our leaders. Enter Gruffie Clough (pronounced Gruffy Cluff…radical!) a change facilitator and founder of Clough and Associates. Utilizing the basic principles of “Radical Candor”, Gruffie and Lisa set out to design a program that could revolutionize thinking among people managers at Turner.

The Result? A new webinar and face to face sessions entitled “Candid Conversations” offered under the Leadership**NOW** umbrella at Learn.Turner.com. It’s a system that will change the way managers provide feedback to focus on both PRAISE and CRITICISM. In short, the new mantra would be to “Care personally, Challenge directly”. To give immediate feedback and offer praise in public but criticism in private. To be humble and helpful and eliminate insincerity and minimize aggression. And most of all, to keep it about performance, not personality. Sounds easy, right? Not so fast

Gruffie and her team walk you through ACTUAL scenarios that have happened in the workplace. (The names have been changed to protect the innocent…bong bong) Then, give you the opportunity to react. And finally, relearn how to approach these situations. It is completely interactive, as in human to human. Which is a radically old concept turned new again in today’s digital world.

As Lisa Sims tells Turner**NOW**, “It’s really about creating a culture of candor and through that you’ll learn about how to give feedback, both praise and criticism.” Well, the feedback we are hearing is that the seminar is filling up fast. Don’t miss your next opportunity to get in on the conversation coming May 17. To sign up, go to learn.turner.com and register for your spot in “Candid Conversations” and radically change the way you engage with your people. Also, you can find out more about this exciting new culture-building phenomenon at www.radicalcandor.com.

And candidly…there may be even be prizes for attendees.