

# THE PSYCHOLOGY OF EXPECTATIONS MANAGEMENT IN BUSINESS RELATIONSHIPS

A transformative one-day experience designed to unlock the strategic power of expectation-setting in the business realm. Effective relationship-building is your company's greatest differentiator, and this workshop will help you turn it into a strategic advantage. Join us as we delve into the nuances of expectation management, equipping you with the psychological tools to navigate the intricate landscape of business relationships successfully. This workshop promises knowledge and a practical framework to implement these principles, ensuring you leave with actionable strategies to elevate your professional engagements and drive meaningful results. Your journey toward more equitable and prosperous business relationships starts here.

DIALOGUE-7

## 8:30 AM - 9:00 AM: Registration and Welcome

- Sign In & Welcome

## 9:00 AM – 10:30 AM: Session I - Introduction to Expectation Setting as a Framework

- **Story Telling:** Dude, what you just said right there...
- **Concept:** How does a dialogue/conversation framework help clarify the core elements of business relationship expectation management (Value Definition, Terms, and Experience expectations)?
- **Envisioning Exercise:** The World of Subjectivity (there will be Crayons!)

## 10:30 AM - 10:45 AM: Morning Break

## 10:45 AM - 11:45 AM: Session II – Understanding Individuality & Value Expectations

- **Story Telling:** Would you recommend me to others?...
- **Concept:** What criteria should we use for setting expectations of value outcomes, and what role do individual values and culture play in forming business relationships?
- **Envisioning Exercise:** What type of relationship are you in?

## 11:45 AM - 12:15 PM: Group Exercise – Using Design Thinking to Envision Expectation Outcomes

## 12:15 PM - 1:00 PM: Lunch Break

## 1:00 PM - 2:45 PM: Session III – Understanding Engagement, Accountability, & Skills Expectations

- **Story Telling:** How gears work...
- **Concept:** How are expectations for engagement defined, and what is the connection between the concepts of accountability, ownership, and knowledge?
- **Envisioning Exercise:** Drafting equitable terms of engagement.

## 2:45 PM - 3:00 PM: Afternoon Break

## 3:00 PM - 4:45 PM: Session IV – Understanding Experience Expectations

- **Story Telling:** Aladdin expected too much...
- **Concept:** How do expectations about transparency and experience result in trust, and why trust requires intentional staging and design?
- **Envisioning Exercise:** Engineering success, effort, and emotion for expectations management.

## 4:45 PM - 5:00 PM: Workshop Wrap-up

“What we learned will absolutely transform our customer and employee relationships.”

“That was the most fun I have ever had at a business workshop... ever!”

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