

Strategies to Sell Smarter,
Lead Better, and Live
with Purpose

SHUT UP AND WIN

JED ETTERS

CRITICAL CONVERSATION READINESS

A companion tool from the book

SHUT UP AND WIN by Jed Etters

Learn more at ShutUpAndWin.com

3 basic questions to ask yourself before having a critical conversation.

Here are three fundamental questions to consider before having a tough or critical conversation with someone:

1. Is it the Right Context?

- Consider the timing and setting. Is this the appropriate time to have this conversation? Ensure both you and the other person are in a suitable environment where you can have privacy and uninterrupted time to discuss the matter.

2. Am I Emotionally Ready?

- Assess your own emotions and mindset. Are you in a state where you can approach the conversation calmly and with a clear mind? Ensure you're emotionally prepared to have a constructive dialogue rather than being driven by intense emotions.

3. Is There a Clear Purpose or Goal?

- Define the purpose or outcome you want to achieve from the conversation. Are you looking for a resolution, clarification, or understanding? Having a clear objective can help guide the conversation and keep it focused.

Reflecting on these questions can assist in determining whether the timing and your emotional readiness align with the need for a tough conversation. It's crucial to approach difficult discussions with thoughtfulness and intentionality to increase the chances of a productive outcome.