



Leadership Book Club Podcast Reading Guide

December (2015):

[Moments of Impact: How to Design Strategic](#)

[Conversations that Accelerate Change](#) by Chris Ertel, Lisa

Kay Solomon

Week/Date	Assigned Reading	Reading Questions
Week 1	pp. 1-56	Designing A Strategic Conversation - How does a strategic conversation differ from a regular meeting? Why is it important to put time and effort into the design of the conversation? Define Your Purpose - Why is it important to define your purpose? Why can't your agenda include a number of different topics?
Week 2	pp. 56-98	Engage Multiple Perspectives - What value does having a number of different perspectives bring to the strategic conversation? Don't we just need the leader's voice and then get busy? Frame the Issues - Why is framing so important to the strategic conversation? What role does it play and why must the facilitator be adept at framing and reframing the issues?
Week 3	pp. 99-139	Set the Scene

		• What value does setting the scene have on the strategic conversation? Do you believe it makes any difference? Why or why not? Make it an Experience: • Why is it important to consider how to make the meeting an experience? What difference does it make to the potential outcome?
Week 4	pp. 139-170	Confronting the “Yabbutts” • What happens to the strategic conversation if we don’t consider the “Yabutts”? What can get in the way of a healthy strategic conversation? Make Your Moment • What is the real impact of strategic conversations? Why are they important? Can they really help to create “hope”?