



EVERY
CHAIR
HAS A

Story

★
A LEARNING EXPERIENCE
FROM 1871

REAL PEOPLE. REAL CONVERSATIONS. REAL IMPACT.

Every chair has a *story.*



THE RIGHT CONVERSATIONS
CREATE THE RIGHT OUTCOMES.



STRONGER
RELATIONSHIPS



CLEARER
COMMUNICATION



BETTER
DECISIONS



MEANINGFUL
IMPACT

Real people. **Real conversations.** Real impact.

WHAT KIND OF CONVERSATIONS ARE HAPPENING IN YOUR BUSINESS?

Great ideas don't just come from strategy.
They come from honest conversations.

When people feel confident to speak up,
challenge ideas and share what really matters,
teams think better, solve problems faster
and achieve more together.

But that only happens when people feel
comfortable being themselves.

This experience helps you create the
conditions where real conversations
happen — the kind that build trust,
strengthen teams and drive results.

BETTER CONVERSATIONS.
BETTER BUSINESS.



A LEARNING EXPERIENCE FROM 1871

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WHY *Now?*

In a world that moves fast and feels louder every day, the conversations you create could be the only place someone feels heard, seen and understood.

**Conversations matter.
More than ever.**



REAL PEOPLE. | REAL CONVERSATIONS. | REAL IMPACT.



THE CHAIR FRAMEWORK



C

CREATE
a safe space

Help people feel comfortable enough to be themselves.



H

HOLD
the conversation

Be fully present without rushing to fix, advise or rescue.



A

ASK
with curiosity

Use thoughtful questions that encourage exploration rather than assumption.



I

INVITE
reflection

Help people uncover their own insights instead of providing answers.



R

RESPECT
the boundaries

Know the limits of your role and when it's time to signpost or step back.

It's not a technique. It's a way of being.

THE *Experience*

This isn't traditional training.

- ♥ No PowerPoint slides.
- ♥ No awkward role play.
- ♥ No pressure to speak.

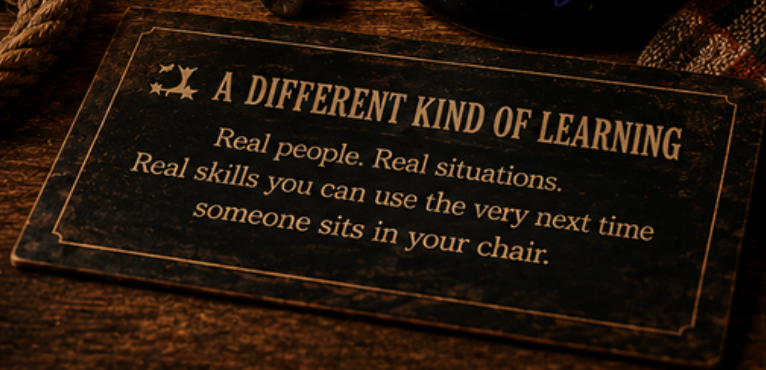
Just stories. Conversation.
Reflection. Practical application.
Shared experience.

YOU WON'T JUST LEARN.
You'll experience it.

Across five chapters, you'll step into SageBrush Crossing — a place where real conversations happen and learning comes to life.



REAL PEOPLE. REAL CONVERSATIONS. REAL IMPACT.



★

A FIVE CHAPTER EXPERIENCE THAT CHANGES *the conversation.*

Five connected chapters.

One powerful
transformation.

For you, your clients
and your business.



01 CREATE

★
Creating safe space
where people feel
comfortable enough
to be themselves.



02 HOLD

★
Being fully present
and holding the
conversation without
rushing to fix it.



03 ASK

★
Using thoughtful
questions that
encourage exploration
and deeper thinking.



04 INVITE

★
Inviting reflection
so people uncover
their own insights
and possibilities.



05 RESPECT

★
Respecting boundaries
and knowing when
to step back and
let them lead.



Each chapter builds on the last, creating confident, compassionate conversations **THAT LEAVE A LASTING IMPACT.**

WHO *It's For*



Leaders and managers



Teams and colleagues



Professionals in client-facing roles



HR and L&D professionals



Anyone who wants to
communicate better

Anyone whose work creates space
for **conversation**, **connection** and **trust**.



LET'S CHANGE
The Conversation.

REAL PEOPLE. REAL CONVERSATIONS. REAL IMPACT.



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A TIME BEFORE



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