



CAREFRONTINGSM SEMINAR PROGRAM OVERVIEW

CarefrontingSM

Taking the “Con” Out of Confronting
and Securing Accountability

Richard C. Huseman, Ph.D.



OVERVIEW

In this seminar, Dick Huseman shares his trademarked concept of **CarefrontingSM**. There are two different kinds of leaders: the ones who are “too” good at giving feedback to their direct reports and those who prefer never having to give feedback to their teams at all. The first group of leaders tend to have no problem confronting people and holding them accountable for performance issues. The problem is they tend to go too far in their feedback and often become critical of the individual as a person – not just the action or behavior that was unacceptable. The second group of leaders tend to avoid feedback conversations, staying awake all night prior to giving a performance evaluation to an employee. These leaders usually have issues with accountability because they do not communicate performance problems with their teams when they arise.

For both kinds of leaders (and everyone in-between), Dick Huseman’s offers the concept of **CarefrontingSM** as an approach to offering feedback and securing accountability. **CarefrontingSM** requires that a leader be courageous and step up to the plate to deliver performance feedback, even when it is difficult. However, communicating this feedback does not have to be “confrontational” in a negative sense. Rather it can be “care-frontational,” providing feedback to enhance performance in a positive, caring way. Seminar participants walk away with several tools and techniques to begin making use of the power of **CarefrontingSM** with their teams right away, allowing these leaders to enhance accountability and performance for themselves, their teams and their organizations.

KEY ELEMENTS

- Participants will be introduced to the trademarked concept of **CarefrontingSM** and how it can be leveraged to enhance accountability and performance in teams and organizations.
- Participants will have an opportunity to assess their major style as a communicator and how that style impacts their ability to make use of **CarefrontingSM** effectively.
- Participants will learn the four stages of **CarefrontingSM** and how to utilize them in various feedback situations.
- Participants will be given the opportunity to experience firsthand the power of **CarefrontingSM** and how it can help them hold their teams accountable for their performance.



CAREFRONTINGSM INSTRUMENTS, EXERCISES AND MATERIALS

- **Interpersonal Communication Style Survey** – this self-assessment survey is offered to all participants allowing them to assess their individual strengths as communicators. Time permitting, a group exercise follows allowing participants to discuss the benefits and possible challenges related to their individual communication strength(s). Self awareness of one’s communication style is key to making effective use of a **CarefrontingSM** approach.

TIME FRAME

The **CarefrontingSM** seminar can be tailored to fit a keynote or half-day session.

- **Keynote Speech** – a strong motivational focus on why a **CarefrontingSM** approach can be a key competitive advantage for leaders and their organizations in terms of enhancing accountability and performance. A brief overview of basic concepts will be offered but only very limited use of self-assessment instruments and exercises.
- **Half-Day Seminar** – a three to four hour presentation of **CarefrontingSM** including a detailed presentation of all relevant concepts and techniques. Includes the use of the *Interpersonal Communication Style Survey* and an experiential role playing exercise.

For more information, please contact:

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