



Why Conflict Grows Your Business

In this keynote, Eric Crowell will speak to the power of conflict and tension, and how embracing it can build businesses. Conflict is often seen as a negative, a taboo, something to be avoided at all costs. Eric disagrees. Eric believe true progress and growth lies in embracing conflict as a transformational change agent, and throughout this keynote Eric will speak to how leaders can and should use conflict in their organizations to push innovation and growth.

Create Tension to Push Progress

Great leaders realize that when they hold space for opposing ideas to be shared, they will learn to discover gaps in their organization that will become opportunities to support future growth.

Deep Listening

Senior leaders need to stop listening for what is wrong in their organizations and start listening for opportunities to connect and co-create within their organizations when they receive feedback and input.

- Hear Requests from Complaints
- Hear Requests for Support Through Fear
- Hear Opportunities and Possibilities

Be a Designer of Generative Conversations

Great leaders realize that to generate action consistently in an organization you need to use communication tools that will support action.

- Leverage the 5 P's to Design a Generative (future-based) Conversation
- Make Clear Requests and Promises
- Engage in Dialogue Conversations to Unlock Collaborative Thinking and Enable New Possibilities to Emerge

Go from Breakdown to Breakthrough

Great leaders understand the power of turning a breakdown in their organization into a breakthrough to transform their organization.

This keynote is packed with excellent stories and quality examples that the audience will relate to and use as support in their learning for embracing conflict and turning it into meaningful action that will transform an organization.

Time: 90 minutes

Video – [Dynamic Organizations](#)