



WOMEN IN CONSUMER FINANCE

The Courage to Connect: Conversations that Build Trust and Drive Growth

Presented by Dina Rock

*"The single biggest problem in communication is the
illusion that it has taken place."*

-George Bernard Shaw





Workshop Objectives

Today we will talk about language: in the office, in our everyday lives

- Our goal will be to leave with a roadmap and usable tools.
- Today the goal is WHAT, WHY AND HOW

WHAT: What is the culture that surrounds you in the workplace, in your community, family etc...

WHY: Why is it important to create CULTURE, LANGUAGE, SAFETY AND COMMUNICATION

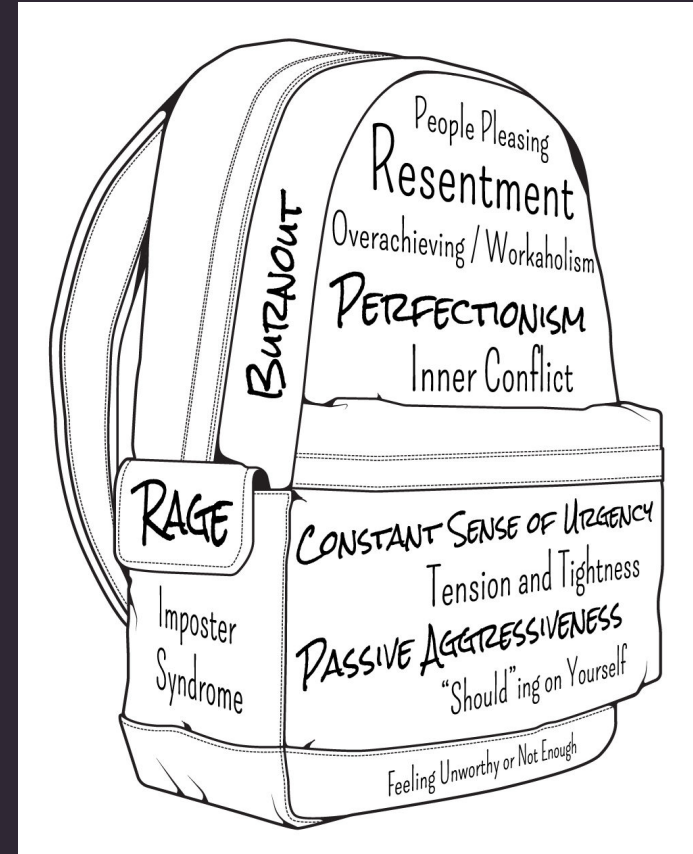
HOW: How do we put into action what we have learned today?



The Invisible Bricks We Carry



- “Right now, every single person in this room walked in carrying an invisible backpack...”
- We don’t always see the weight others are carrying — but we feel it in our interactions.



Ezra's Invisible Backpack



Written by
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Cathy Thorne © www.everydaypeoplecartoons.com



15 Minute Breakout Activity

Let's think about our bricks...

ONE SIDE OF THE INDEX CARD: What is a brick you have at work?

OTHER SIDE OF THE INDEX CARD: What is a brick that you think your employer/employee has ?



Let's put this into action...

It's not about avoiding conversations. It's about learning how to approach them with care and clarity.

What I want to give you is a set of principles you can actually use on Monday morning — not theory, but practice.



The 7 Principles of Courageous Conversations

1. Name the Conversation
2. State Your Good Intentions
3. Check In & Get Permission
4. Share the Thing
5. What Matters Most
6. Commit & Agree
7. Check for Understanding



Principle 1: Name the Conversation

👉 'That's not what I thought we were talking about...'

Naming the conversation means giving it a subject line so the other person knows what's about to happen.

- Workplace example: "I'd like to talk about how we're handling deadlines."
- Life example: "I'd like to talk about how we're dividing up chores at home."



Principle 2: State Your Good Intentions

👉 Which conversation would shift if you started with intent?

People are more open when they know your intentions are rooted in care.

- Workplace example: “I’m raising this because I care about your growth and I want us both to succeed.”
- Life example: “I’m bringing this up because I care about our friendship and I want us to stay close.”



Principle 3: Check In & Get Permission

👉 When has timing made a conversation harder than it needed to be?

Timing matters — checking in shows respect for readiness.

- Workplace example: “Is now a good time?”
- Life example: “Can we talk about this after dinner when things are calmer?”



Principle 4: Share the Thing

👉 When have you avoided saying the thing? How did that feel afterwards?

Sharing the thing means actually saying the hard part — clearly, directly, kindly.

- Workplace example: “I’ve noticed the last two reports have come in after the deadline, and I’m concerned about the impact.”
- Life example: “When you cancel plans last minute, I feel disappointed — it makes me wonder if our time together matters.”



Principle 5: What Matters Most

👉 What shared value or goal could guide your next tough conversation?

Anchor the conversation in shared values or priorities.

- Workplace example: “This is important because it affects how our clients experience us.”
- Life example: “This matters because I want our family time to feel relaxed and connected.”



Principle 6: Commit & Agree

👉 Think of a time you left a conversation with no clear next step. How did that play out?

Co-create the way forward — agreements turn conversations into action.

- Workplace example: “Let’s agree that moving forward, we’ll check in weekly on deadlines.”
- Life example: “Let’s agree that Sunday nights are for family dinner with no phones.”



Principle 7: Check for Understanding

👉 Ever had a conversation where you thought you were aligned — and later realized you weren't?

Ensure clarity and avoid assumptions by confirming what was heard.

- Workplace example: “Just so we’re aligned, what’s your takeaway from this conversation?”
- Life example: “Can you tell me what you’re hearing me say, so I know I was clear?”

15 Minute Breakout Activity- Let's use your guide

What is one strategy you will use next week ?

Share with your table.



“How do you personally help create safety on your team?”

“A safe culture is one where people feel valued, heard, and respected.

Psychological safety isn't soft — it's strategic.

Teams that feel safe learn faster and perform better.”

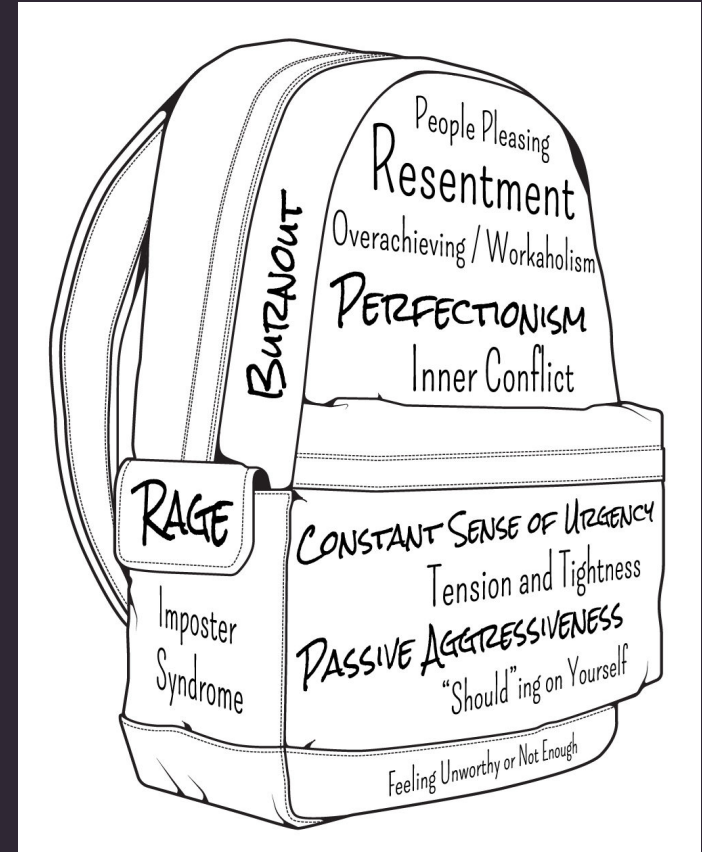


Reflection:

What's one brick you'll put down?

What's one conversation you'll pick up?

- Pick one conversation you need to have this week.
Write down a two-sentence opener using any of the seven principles.
- Now add your why — your good intention.
That's your Monday Morning Move.



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“The conversations we avoid become the culture we create.”

**Thank you for your commitment to
create conversations that matter.**

**Take a
rock.**



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