

Crucial Conversations Templates

Two practical structures for difficult conversations where clarity, standards and action matter.

CLEAR

C**Clarify outcome**

What needs to be achieved?

L**Link to business impact**

Why does this matter?

E**Evidence and examples**

What facts show the gap?

A**Ask for alignment**

How do they see it?

R**Request action**

What must happen next?

BRAVE

B**Business context first**

What standard, customer, team or result is affected?

R**Risks and results**

What is at risk and what result is required?

A**Absolute clarity**

What is expected and what must change?

V**Verify understanding**

What have they heard and understood?

E**Explicit call to action**

Who will do what by when?

Conversation must end with



A clear expectation



A named action



A review point



Support agreed where appropriate