



## Conversational Intelligence® Overview

**What is C-IQ?** Conversational Intelligence (C-IQ) is an understanding and ability to (neurologically) create and sustain trust through conversation.

**Why is it important?** Trust is a neural network that lives in executive functioning part of the brain, the Prefrontal Cortex (PFC). If the trust network is active, then we are PFC dominant. Individuals in a neurological state of trust (i.e. PFC dominant) have higher states of creativity, think more innovatively, have increased generativity, take more risks, are much more empathetic and can look into the future more optimistically. For anyone who has to partner/collaborate/negotiate/interact with anyone else, it's clearly ideal to be in this state.

(Note: Experiencing “trust” with others isn’t necessarily the same thing as being “friends” so having a high C-IQ goes beyond attempting to like and be liked by others.)

**When is it relevant?** *All the time.* This applies every single moment when we’re interacting with anyone for any reason. When in states of negative stress or distrust, we are primal brain dominant. Neurologically this means that our PFC is not fully online causing our perception to be skewed to the negative. Our interactions are strained, our ability to see possibilities and opportunities is limited, and we become risk adverse. “Success” is hindered.

**How is it applied?** By understanding and practicing conversational practices within The Three Levels of Conversation™ we can effectively shift interactions from I-Centric low trust states to We-Centric high trust states so that much more is possible.

**Bottom line:** All interactions/conversations have a neurological impact which create or erode trust. Without understanding the subtleties of our listening and speaking, most of us inadvertently cause uncertainty/distrust & protect behavior (which in turn activate the primal brain) and sabotage our best efforts despite our intentions to connect and thrive. When we understand what trust really is and how to create it, we elevate the quality of our conversations and thus the quality of our lives.

*“To get to our next level of greatness depends on the quality of our culture, which depends on the quality of our relationships, which depends on the quality of our conversations... Everything happens through conversation! “*

- Judith E. Glaser, Founder of Conversational Intelligence

**Operationalize C-IQ:** To increase your or your team’s C-IQ, schedule a consultation with Amy Wong at [info@alwaysonpurpose.com](mailto:info@alwaysonpurpose.com) to discuss the possibilities.

