

Katrina Strathearn – Portfolio

Organisation: The Oxford Group

Project: Launch of the 5 Conversations Training Product and Book

Skills: Content Planning, Copywriting (web, email, infographic)

While in my role as Marketing Manager at The Oxford Group in 2014, I was tasked with planning and executing the launch of the book *5 Conversations: How to transform trust, engagement and performance at work*.

The book is primarily aimed at line managers and middle managers, but is also useful for senior leaders and HR Managers.

A year earlier, I had launched the training product of the same name which included writing a new micro-site to support sales and enquiries: www.5conversations.co.uk

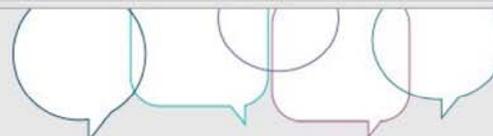
Given the limited budget, launch activities focussed on generating content in-house and included:

- engaging a professional research agency to conduct a survey of managers on our behalf and using these results as the basis of the campaign;
- an extensive email marketing campaign to existing clients and prospects, segmented by region;
- email activity with the company's 200 consultants spread across the globe;
- augmenting the 5 Conversations website;
- securing coverage in key publications with the assistance of an external PR agency; and
- creation of assets to distribute on Twitter and LinkedIn such as infographics and 'sneak peaks' of chapters in the book.

As a result of the communications activities undertaken, the book reached Amazon bestseller status in three categories and received media coverage in leading HR and management publications.

Examples of pieces from this campaign that follow:

- *5 Conversations website, modified to include clear CTA to purchase the book*
- *5 Conversations website dedicated book page*
- *Email to existing clients and prospects in Hong Kong*
- *Email to existing clients and prospects in the UK*
- *5 Conversations Infographic*



5 Conversations to transform trust & engagement at work

Home | What is 5 Conversations | Employee engagement | The programme | The book | About us | News and Events | Contact us

Follow us on: [in](#) [t](#)

Welcome to 5 Conversations – an exciting new concept in workplace communication

In today's work environment we have forgotten a simple truth: the power of authentic, two-way, human conversations to build trusting relationships.

And it is these trusting relationships that lead to true employee engagement.

5 Conversations is a new programme from global leadership, coaching and training organisation The Oxford Group, which teaches managers how, when and why to hold five heartfelt, courageous and authentic conversations with their team, co-workers, suppliers or peers.

- Events & on-demand webinars
- Enquire about 5 Conversations
- Purchase the book from Amazon



- ▶ What is 5 Conversations
- ▶ How will our organisation benefit from 5 Conversations
- ▶ Why is 5 Conversations unique

5 Conversations is an inspiring programme that empowers managers to develop more trusting and successful relationships at work - transforming individual and business performance.





Follow us on: [in](#) [t](#)

The 5 Conversations Book

We are proud to announce the launch of the new book '5 Conversations: How to transform trust, engagement and performance at work'.

Written by 5 Conversations creators Nigel Purse and Nick Cowley, with Lynn Allison, this book comes from 30 years of learning from world-class organisations, tried and tested leadership coaching techniques and emergent thinking on neuroscience and employee behaviour. The result is a simple guide to why, when and how to hold **five critical conversations** with people you manage, which - with a little courage and authenticity - have been proven to dramatically improve trust, relationships, motivation and performance at work.



- Events & on-demand webinars
- Enquire about 5 Conversations
- Purchase the book from Amazon

The book is a practical resource for managers of people at all levels - from First Line Manager to CEO and complements the immersive programme we offer to organizations.

This book provides readers with:

- An understanding of the importance of building trust with the people they work with to be able to improve business performance
- An understanding, from a neuroscience perspective, why conversations are key to building trust
- Knowledge of which conversations to have and how to have them
- The inspiration and confidence to take the first steps to having conversations that build trust with your team members and colleagues

The book features:

- The business case for employee engagement
- The neuroscience case for building trusting relationships at work
- Simple, uncomplicated information guiding you through the how and why of the 5 Conversations - backed up by research and neuroscience
- Conversation toolkits including planners, models and starter questions
- Tried and proven communication models including Non Violent Communication and Appreciative Inquiry.

- Share your 5 Conversations Story
- Resources

5 Conversations is an inspiring programme that empowers managers to develop more trusting and successful relationships at work - transforming individual and business performance.





Almost 1/3 of managers in your company avoid difficult conversations – but you can help

Dear Katrina

Recent research* found that almost **one third of workers in Hong Kong believe that their manager would avoid having a difficult conversation** and hope it sorts itself out rather than tackle it head on.

While this statistic is alarming, a powerful way to help managers in your organization improve their ability to have challenging conversations is now in your hands.

We are excited to announce the launch of a new book '**5 Conversations: How to transform trust, engagement and performance at work**'.

Take a peek: Read Chapter 1 now

Written by 5 Conversations creators Nigel Purse and Nick Cowley, with Lynn Allison, this book comes from 30 years of learning from world-class organizations, tried and tested leadership coaching techniques and emergent thinking on neuroscience and employee behaviour.

The result is a simple guide for managers to why, when and how to hold five critical conversations with people who they manage, which have been proven to dramatically improve trust, relationships, motivation and performance at work.

You can [purchase your own copy on Amazon](#) today.

This practical resource has been designed for managers of people at all levels – from First Line Manager to CEO and complements the immersive programme we offer to organizations.

We hope you enjoy the book.

Kind regards

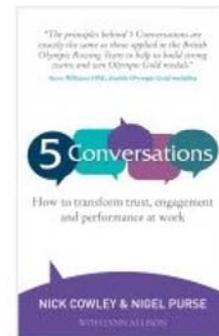
Nick Cowley

Nick Cowley
Author



Nigel Purse

Nigel Purse
Author



*2014 Trust, Engagement & Communication in the Workplace Survey conducted by The Oxford Group and Atomik Research on 1000 respondents in Hong Kong

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You may need to rethink how you praise your staff – here's how

Dear Katrina

Recent research* has revealed that **over one third of UK workers are rarely praised by their boss**, to the extent that 11% feel that they shouldn't have bothered making an effort at work. And of those who do receive praise for a job well done, one in ten have no idea why.

While this statistic is disappointing, a powerful way to help you improve the way you praise staff, and in turn nurture engaged employees, is now in your hands.

We are excited to announce the launch of a new book '[5 Conversations: How to transform trust, engagement and performance at work](#)'.

Take a peek: Read Chapter 1 now

Written by 5 Conversations creators Nigel Purse and Nick Cowley, with Lynn Allison, this book is a simple guide to why, when and how to hold five critical conversations with people you manage, which – with a little courage and authenticity – have been proven to dramatically improve trust, relationships, motivation and performance at work.

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We hope you enjoy it!

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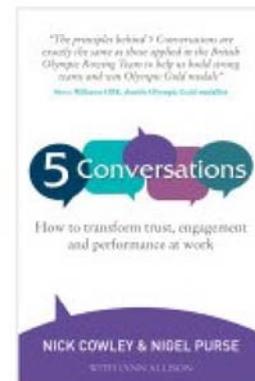
Nick Cowley

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Nigel Purse

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*2014 Trust, Engagement & Communication in the Workplace Survey conducted by The Oxford Group and Atomik Research on 1000 respondents in the United Kingdom

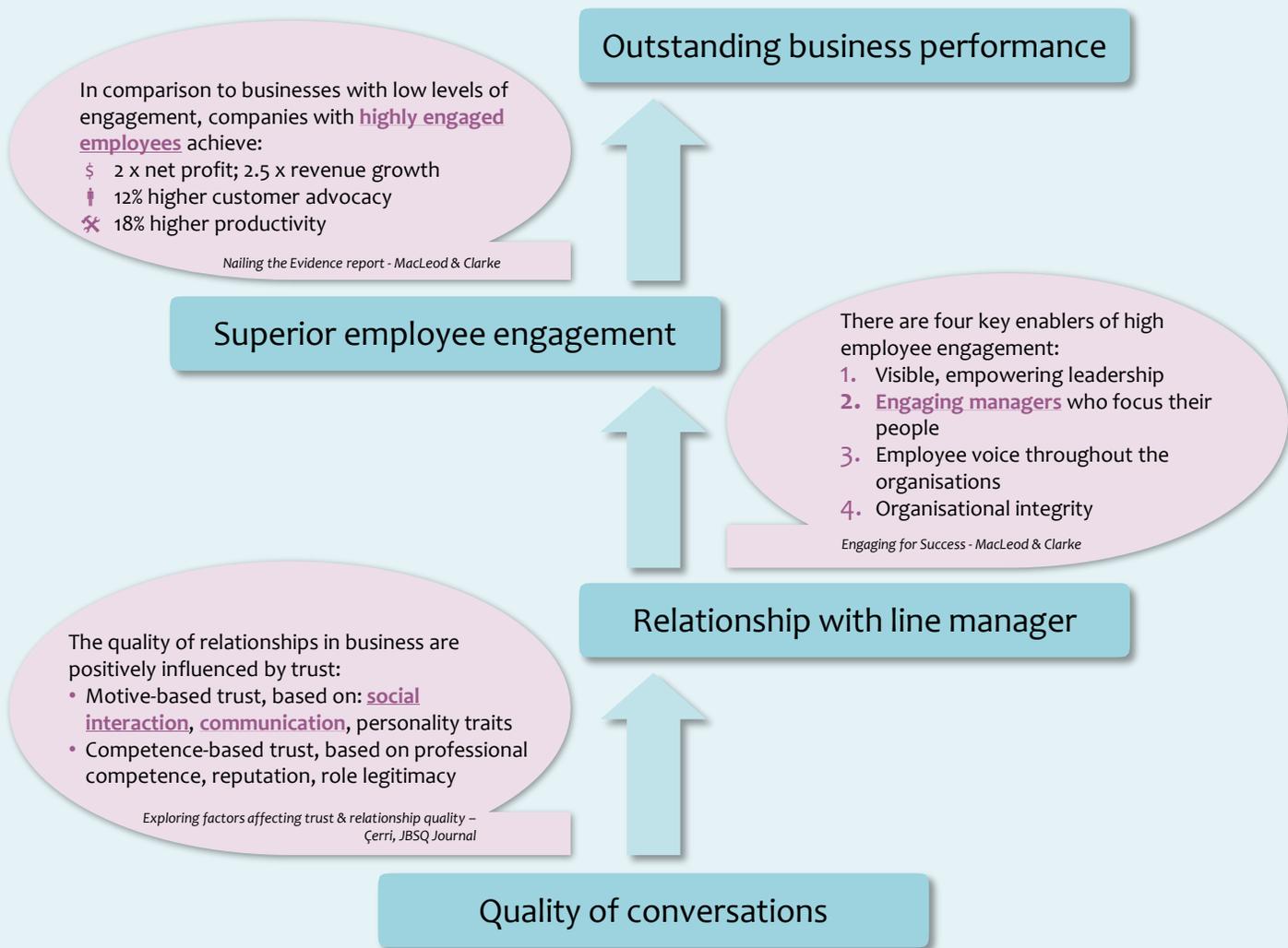
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Why do conversations matter?

“ An organization’s results are determined through webs of human commitments, born in webs of human conversations. ”

Fernando Flores, President of Chile’s National Innovation Council for Competitiveness

How do conversations influence business performance?



5 Conversations to transform trust & engagement at work:

1. **Establishing a trusting relationship**
2. **Agreeing mutual expectations**
3. **Showing genuine appreciation**
4. **Challenging unhelpful behaviour**
5. **Building for the future**



For more information on how to establish a trusting relationship, visit www.5conversations.co.uk