



CONVERSATION 101: FOR HIGH SCHOOL AND COLLEGE KIDS

Kids who are in high school and college today have been raised with future success at the heart of everything they do. For many, before they were even born, their parents put them on a waiting list to get them into the best nursery school. And from early on they were enrolled in all kinds of classes. All this was done to give them a head start. Throughout their lives, they've done a lot of extracurricular activities, gotten involved in charities, and were pushed to do things that gave them an edge...all for the sake of their resume. There's been so much emphasis placed on their resume and little to no focus on learning conversation or interview skills.

They're the generation who grew up with technology. Digital communications outrank their face-to-face conversations. They're a generation of direct comments, emojis and pictures, not small talk or much talk at all. Their communications came with the security of a screen between them and the person or people they're talking with. And though it's all in real-time, there's always time to think and edit what they're saying or showing rather than keeping the cadence of a back and forth dialogue. Not to mention, online there's no visibility to body language, facial expressions and gestures. So, much is left unknown or misinterpreted.

While their proficiency in social media may have strengthened their abilities in the digital world, their lack of emphasis on conversation has hurt their abilities in the real world.

Fear of the unknown

When people, particularly kids, aren't comfortable doing something, they try to avoid it. So it's no wonder that this generation shies away from conversations. But conversations are critical. Whether they're interviewing to get into college, needing to resolve a misunderstanding with a friend, or starting a job, they're going to have to learn to hold a conversation.

The kids who will succeed are the ones who master conversation and feedback. And until they learn those skills, they are keenly aware of what they're lacking. This creates a great deal of anxiety that pervades all aspects of their life. Add to that, parents, teachers and managers who are absolutely frustrated trying to figure out how to talk to kids who can't communicate makes tension mount further.

4S™ Away the stress

Our Conversation 101 program helps high school and college kids face their fears by building their communication skills. Using our proprietary 4S™ model they learn how to engage in face-to-face dialogue, work through conflict, understand different audiences and the need to communicate differently with each, how to align on goals, and give and receive feedback constructively. Simulation of real-world situations help them think on their feet and get comfortable having any kind of conversation.

Kids, parents and teachers have seen the benefits of Conversation 101. Kids who have gone through the program feel more confidently equipped to speak with anyone. They've seen how conversation has actually helped things go more smoothly for them at school, with their friends and at home. Because when conversational skills are better, everything's better.

"4S™ has been a lifesaver for our family. We now have calm, productive conversations rather than screaming matches and ultimatums. I'm so proud of my kids and their newfound conversation skills."

- Jenn, Mother of 2 Millennials

"As I was getting ready to graduate college, what scared me most was thinking about going on job interviews. I used to get so nervous talking to people...especially adults. After taking Conversation 101, I got so much more confidence. Humble brag, went on my 1st interview and got the job. Yay!"

- Alex, Associate Account Executive



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Say hello to better conversations.