



4S™ FOUNDATION: THE GROUNDWORK FOR GREAT CONVERSATIONS

We all learned to talk way back when we were toddlers, and we've been doing so ever since. So it might strike you as odd that, despite how long we've been talking, we don't really know how to have a conversation. Even more surprising, the lack of those skills is what stands in our way of great relationships and success.

Sure we can all exchange the 'hello-how-are-you-fine-and-you' delivery without even thinking about it. We can talk about sports, the weather, current events...and make all kinds of small talk. But when it comes to more meaningful discussions that include feedback or touch on more difficult topics our lack of knowledge of how to go about those conversations leads us to avoid them. And that's where the issues begin.



4S™ turns avoiders into conversation masters

Knowing is everything. Our 4S™ Foundation is the first step to conversational excellence. Our teachings provide the tools to easily and confidently approach conversations such as giving and receiving feedback, coaching, gaining alignment, and roles and responsibilities.

4S™ isn't all talk. It's game-changing! Over decades, Fortune 500 companies, schools and families have seen measurable and sustainable results attributed to our 4S™ model...because it teaches how to have conversations that are actionable and success-focused. It helps us open doors to building better relationships, creates an environment of trust, and boosts moral. When conversation is better, everything's better.

4S™ for your specific goals

Every company, school or family has its own unique issues and goals. Therefore, the specifics of each 4S™ workshop we teach are tailored to the needs of the people we're teaching.

Prior to the workshop, we talk with the managers, teachers or parents to discuss their goals. From there we design personalized and productive workshops that are relevant with information and tools they can apply immediately.

4S™ is not a one and done

We know that learning new skills and changing behaviors take time and practice. And while our 4S™ workshops provide great, practical, and immediately applicable education we want to make sure that we help reinforce those teachings in the months that follow.

To that end, for the 8 weeks following the workshop we send weekly 4S BrainSnacks™ to all participants to help refresh the tools and increase their adoption.

“Our management team has really felt supported and I can’t thank you enough for your expert coaching throughout this journey. I look forward to continuing to use the 4S™ skills we learned and to keep seeing the difference it is making in our organization.”

– Sr. Manager, Global Pharma Company

“The 4S™ model prepared me for how to respond to difficult conversations. It’s versatile enough for me to use at school, at work and in my personal life. I feel like the 4S™ model gives me an edge compared to other people my age.”

– Bernadette McCormick, College Student



T: 908.431.9681
F: 908.842.0394
letstalk@sayhellotohello
sayhellotohello.com

© 2017 Velocity, LLC.
All rights reserved.
v101617

Say hello to better conversations.