

PDCA Conversation™ framework

What is the PDCA Conversation™ framework

It is a structured approach to communicate effectively in a face to face or voice context. It ensures the message is clear and minimizes any miscommunication or misunderstanding.

Why is the PDCA Conversation™ important

Miscommunication and misunderstanding happens when insufficient information is provided and we assume the other person understand the context of the conversation and know what we are saying.

PDCA provides you a structured approach to communicate your message in a clear, logical and concise manner.



The PDCA conversation™ framework

Purpose of the conversation

- Be clear about your 'why' when communicating with the other person
- Where possible, consider their preferred communication style

Details to be communicated

- Arrange your information and instruction in a logical manner
- Support your conversation with documentation where appropriate

Check for understanding

- This is critical to ensure what was communicated was received the way you intended it. Don't assume they should understand

Appreciate them

- Thank them for giving you their time



The PDCA Conversation™ example

The scenario

You want to get your employee to help you get quotation from 3 vendors to purchase a laptop.

The conversation

Manager: Hi Kelly, I would like you to help me obtain quote for a notebook from 3 vendors.

Kelly: Sure.

Manager: Our department need another laptop. I will e-mail you the specification later when I get back to my office. Please follow-up with me if you don't receive my e-mail by lunch time. I don't have a preferred vendor so you can find any. What is important is the pricing and after sales service. I need it by next Monday, 21 May by 10am.

Kelly: What after sale service are you expecting?

Manager: 24 hours help-line and a 3-hour repair service. Can you get them to quote for 2 and 4 year service?

Kelly: Sure.

PURPOSE
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DETAILS
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The PDCA Conversation™ example

Manager: Great. Just to make sure we understand each other correctly, can you repeat my request?

Kelly: You want me to get quote from 3 vendors. You will e-mail me the specification after this. If you didn't then I will need to follow-up with you after lunch. I can get any vendor to quote but what is important to you is pricing and after-sales service. You want the vendors to quote with a 2 and 4 year after sales service. You want this quote by next Monday, 21 May by 10am

Manager: Correct.

Manager: Thanks Kelly. I know I can always count on you. Thanks in advance for doing this for me.

Kelly: You are most welcome.

CHECK
for understanding

APPRECIATE
them

CONTACT US TODAY

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communicate more effectively

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