

# Introducing our conversation funnel

A simple framework that moves managers and employees through 1:1 performance conversations in a structured, coaching-orientated way. Creating tangible results, building better relationships, and driving performance forward.



## 4 steps to ensuring every 1:1 is effective

1.

### Organise

Schedule regular 1:1 conversation to establish a consistent channel for open communication. By facilitating routine discussions on feedback, development, performance, goals, concerns, and motivation it fosters opportunity for constructive dialogue and a predictable cadence for impactful conversations.

**69%**   
of managers  
feel uncomfortable  
communicating with  
their employees

“The success of the conversation is almost entirely down to the way the manager leads it”

Anna Wildman

2.

### Prepare and focus

Ensure managers and employees prepare for effective conversations by adding agenda points to 1:1 meetings in advance. Co-created agendas foster transparency, collaboration, ownership, and alignment between both parties. Prior preparation also enables managers to lean on coaching tips for challenging topics.

3.

### Guidance

1:1 conversations alone aren’t sufficient for results; it’s the actions that count. To achieve meaningful outcomes, managers should use frameworks like GROW to guide purposeful discussions, drive progress, and lead employees towards actionable objectives that enhance performance.

- G**oal  
Where do you want to be?
- R**eality  
Where are you right now?
- O**bstacles  
What can we do?
- W**ay forward  
What are we going to do?

**20%**  
of development  
takes place in the  
1:1 conversation.



**80%**  
happens after the  
conversation and  
before the next 1:1.

4.

### Actions

The ultimate objective of the conversation funnel is to translate dialogue and discussion into concrete actions that drive progress, productivity, and performance, and this is the key point that makes every 1:1 truly effective. Actions need to be clear and timebound, and employees need to be motivated to achieve them.

Harnessing the conversation funnel, OpenBlend’s platform guides managers through an easy-to-follow framework, creating transformative 1:1s that turbo-charge performance. Ready to get started?

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