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### Conversations are key: The link between culture and positive business outcomes

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By Teri Quimby, JD, LLM, NACD.DC

Culture in companies continues to be a talked-about topic, along with business objectives and bottom lines. Missing in these discussions, however, may be the emphasis placed on the role of conversation.

Is it possible for conversations to be more effective and efficient, creating more clarity and trust, which in turn positively impacts culture and business outcomes? Yes, because these things are all linked through the conversations we have.

While recently reading one of the many resources on this topic, these words jumped off the page and grabbed my attention: “Conversation is the 21st-century organization’s operating system. It is the single activity that connects everything a company does—from operations, sales, and strategy, to marketing, customer service, and more.”<sup>[1]</sup> This includes compliance!

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