



# Conversations For Action and Collected Essays: Instilling a Culture of Commitment in Working Relationships

By *Fernando Flores*

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## Conversations For Action and Collected Essays: Instilling a Culture of Commitment in Working Relationships By Fernando Flores

How do we create value for ourselves and others while at the same time participating in today's free market economy? How do we produce results while at the same time developing relationships where we take care of each other in the process? Today, instead of productively and joyfully engaging with broad networks of people, we are increasingly stressed by our working relationships. With networked technology, disconnecting is becoming increasingly more difficult. In order to build productive and trusting relationships, we must learn skills that will enable us to build trust, coordinate our commitments more effectively, listen to each other and build networks of commitments for the sake of producing value for ourselves, for our families, for the organizations in which we participate, for our communities, and for our world as a whole. The essays in this collection offer a framework for developing more effective, productive relationships in the workplace or in any context where a person must coordinate with others to make something happen. The essays describe how to effectively make commitments that allow us to create something of value. Describing Flores' network of commitments/conversations for action framework, a framework that has been cited in more than three thousand books, the author paints a vivid view of language as action rather than just words that transfer information from one place (the speaker) to another (the listener). When people engage in conversations, commitments are made, and spaces of possibilities are opened up. Therefore, the theme is of "instilling a culture of commitment" in our working relationships, allowing us to focus on what we are creating of value together rather than the ongoing stress of attempting to calculate tradeoffs of individual interests. Edited by Maria Flores Letelier, it was Maria's mission to make available works that had rested as private papers in hard copy form only for twenty to thirty years. She selected and edited a group of essays and placed them in an effective order for the reader.

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#### **About the Author**

Fernando Flores is recognized as a leader in the world of business process design, coaching, innovation, cognition, and education. His work laid the foundation for much of the current understanding about action workflow and commitment management theory, having been discussed in hundreds of publications, and taught at leading universities around the world. He is the author of *Understanding Computers and Cognition, A New Foundation for Design*, co-authored with Dr. Terry Winograd,; *Disclosing New Worlds: Entrepreneurship, Democratic Action and the Cultivation of Solidarity*, co-authored with Hubert Dreyfus and Charles Spinosa; and *Building Trust*, co-authored with Robert Solomon.

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