

PART 3: AQ CONVERSATIONS

AQ is the container and things contained. Like a container that can hold any liquid, AQ represents five high AQ practices that can be used for any conversation. Part 3 of this book examines several AQ conversations, which represent distinct topics analyzed from the perspective of AQ. Specifically, the following conversations are examined in distinct chapters:

- Interview AQ (Chapter 10)
- Sales AQ (Chapter 11)
- Coaching AQ (Chapter 12)
- Brand AQ (Chapter 13)
- Wealth Management AQ (Chapter 14)
- Physician AQ (Chapter 15)

The purpose of these chapters is to illustrate examples of the five High AQ practices. Additionally, new ground will be covered. To provide realism, I co-author each chapter with a subject matter expert(s). Additionally, several chapters feature additional interviews.

Finally, Part 3 concludes with Learning and AQ (Chapter 16). This chapter offers additional reflection how a communicator can learn AQ and elevate any important conversation.