



The VALUE Conversation Framework™:

A Step-by-Step Tool for Preparing Any Important Conversation at Work

Created by Peggy Vasquez

The conversation you've been putting off is the one that could change everything.

This framework will help you walk in prepared.

How to Use This Framework

Pick one real conversation you've been avoiding. The more real the conversation, the more valuable this framework becomes. Work through each section before you have it. Don't rush the reflection prompts — they're where the preparation actually happens.

- Be honest with yourself. No one is grading this.
 - Keep it. Come back to it for the next conversation, and the one after that.
 - The goal isn't a perfect script. It's a clear mind before a real conversation.
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My conversation is about:



V — Value Created

Start with what you bring.

Why should they listen?

Before you walk in, name the value you already bring. Not your title. Not your task list.
The actual difference you make.

Reflect: *What has your work protected, improved, or made possible? What would be harder, slower, or less effective missing without your contribution?*

The value I bring to this conversation:

A — Aspirational Outcome

Focus on where you're trying to go together.

Where are we trying to go — together?

The strongest asks aren't just about what you want. They're about where both of you could be if this conversation goes well.

Reflect: *What does a good outcome look like for both of you? How does what you're asking for help your executive, your team, or your organization?*

The outcome I'm working toward:

How this benefits both of us:



L — Lay Out the Ask

Be specific.

What, exactly, am I asking for?

This is where most people go vague. A clear ask is easier to say yes to — and easier to negotiate around honestly when obstacles come up.

Reflect: *If you had to write your ask in one sentence, what would it say? Say the specific thing.*

My ask, stated plainly:

U— Understand Together

Stay curious when obstacles come up.

How do we solve this as a team?

When an obstacle comes up — and one usually will — staying curious keeps the conversation moving. Defensiveness closes it down.

Reflect: *What pushback do you expect? What questions will you ask to keep the conversation collaborative rather than positional?*

Questions I'll ask to keep us working together:

Obstacles I'm prepared for:



E — Explore Solutions

Leave with a next step.

What's our next step?

Every conversation needs a landing place. Even "let's talk again on Thursday" is a next step. Know yours before you walk in.

Reflect: *What will you propose if they say yes? What will you propose if they say not yet?*

The next step I'll propose:

REMEMBER:

The recruiter never told me no. He told me what it would take. And I almost let that be the end of it.

The first obstacle isn't your answer. It's the beginning of the conversation.

**Preparation builds confidence. Confidence changes conversations.
Conversations change careers.**

Want more resources for creating powerful conversations?

Visit: www.peggyvasquez.net

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