

The logo for 'crucial conversations' is displayed in white lowercase letters on a red rectangular background. The word 'crucial' is on the top line and 'conversations' is on the bottom line, with a registered trademark symbol (®) to the right of 'conversations'.

CRUCIAL CONVERSATIONS IS ONE OF THE MOST POWERFUL AND USEFUL TOOLS I HAVE FOUND.

Mike Miller,  
Director of Business Billing, AT&T

# TOOLS FOR TALKING WHEN STAKES ARE HIGH

*Whenever you're not getting the results you're looking for, it's likely a crucial conversation is keeping you stuck. Whether it's a problem with poor quality, slow time-to-market, declining customer satisfaction, or a strained relationship—whatever the issue—if you can't talk honestly with nearly anybody about almost anything, you can expect poor results.*

## What Is Crucial Conversations® Training?

Crucial Conversations teaches skills for creating alignment and agreement by fostering open dialogue around high-stakes, emotional, or risky topics—at all levels of your organization. By learning how to speak and be heard (and encouraging others to do the same), you'll surface the best ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment.

## What Is a Crucial Conversation?

A crucial conversation is a discussion between two or more people where the stakes are high, opinions vary, and emotions run strong. These conversations—when handled poorly or ignored—lead to strained relationships and dismal results.

## What Does Crucial Conversations Training Teach?

Crucial Conversations teaches participants how to:

- Speak persuasively, not abrasively
- Foster teamwork and better decision making
- Build acceptance rather than resistance
- Resolve individual and group disagreements

## Who Needs Crucial Conversations Training?

Does your organization suffer from taboo topics, deference, disagreement, analysis paralysis, information hoarding, office politics, or alienation? Is your organization battling declining productivity, safety violations, low morale, reduced quality, poor customer satisfaction, or other bottom-line concerns? Then you, your team, or your organization needs Crucial Conversations Training.





## About the Book

With more than 3 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions communicate.

## Named "Training Product of the Year"

*Human Resource Executive*



## Participant Materials

- Crucial Conversations Participant Toolkit
- Cue cards for each lesson in a desktop display case
- Crucial Conversations model card
- A copy of the *New York Times* bestselling book, *Crucial Conversations: Tools for Talking When Stakes are High*
- Crucial Conversations Audio Companion MP3 Download
- A course completion certificate

## Want to Customize this Course?

We offer multiple options to both personalize our training to meet your organization's specific needs, as well as measure the impact of training. Learn more at [vitalsmarts.com/tailormeasure](http://vitalsmarts.com/tailormeasure).



## The Crucial Skills Suite

Those who have already attended Crucial Accountability may attend the Crucial Conversations Add-On course to complete the crucial skills suite. Visit [vitalsmarts.com/crucialsuite](http://vitalsmarts.com/crucialsuite) for details.

## Organizational Benefits of Crucial Conversations

Fortune 500 organizations around the world have turned to the award-winning Crucial Conversations Training to improve bottom-line results like quality, efficiency, satisfaction, safety, etc. Results include:

**Productivity & Quality.** Sprint Nextel saw a 93 percent improvement in productivity and a 10 to 15 percent improvement in quality, time, and cost.

**Teamwork.** Employees at MaineGeneral Health were 167 percent more likely to speak up and resolve problems with colleagues after being trained in Crucial Conversations.

**Relationships.** Franklin Pierce College reduced passive-aggressive behavior by 14 percent and increased trust levels by 15 percent.

**Performance.** STP Nuclear Power Plant went from total shut-down to generating the most electricity in the nation among two-unit plants.

**Efficiency.** AT&T reduced billing costs by 30 percent and Sprint Nextel reduced customer care expenses by \$20 million annually.

## Delivery Options

Crucial Conversations is available in several delivery methods to meet your organization's unique needs.

**Live.** In-person, instructor-led classroom training available in 1 or 2 days (6 hours or 14 hours).

**Live Online.** Virtual, instructor-led training available in 5 spaced modules (5 2-hour sessions).

**Online.** On-demand training (10 hours of instructional time, users have up to 12 months of access).

## Implementation Options

Choose the best option for implementing Crucial Conversations in your organization.

**Public workshop.** Your employees attend a Live, Live Online, or Online public workshop.

**In-house training.** Bring in a VitalSmarts Master Trainer to train the Live or Live Online course to your employees. Or roll out Online Training across your organization.

**Trainer Certification.** Certify your employees to train their peers in the Live or the Live Online course (in partnership with the VitalSmarts production team). Trainers can also moderate the Online course.

## What's the Next Step?

If your organization could benefit from the skills taught in Crucial Conversations Training, contact us today to learn more. Call 1-800-449-5989 or visit us at [vitalsmarts.com](http://vitalsmarts.com).

**About VitalSmarts.** Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, and Influencer Training® and *New York Times* bestselling books of the same titles. When used in combination, these courses enable organizations to achieve new levels of performance by changing employee behavior. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained two million people worldwide. [vitalsmarts.com](http://vitalsmarts.com)