



TRAINING

Tools for Talking when stakes are high



*How well does your organization, team, or family step up to or handle crucial conversations?
Visit www.vitalsmarts.com to take the FREE self-scoring Style Under Stress™ personal assessment today!*

Could a conversation (or avoiding one) be keeping you from getting the results you need? Whatever the issue—from poor productivity or declining quality to lack of teamwork or strained relationships—it's likely that you're experiencing the effects of a poorly held crucial conversation.

What is a Crucial Conversation?

A crucial conversation is a discussion between two or more people where stakes are high, opinions vary, and emotions run strong. These conversations—when handled poorly or ignored—cause teams and organizations to get less-than-desirable results. Put our award-winning Crucial Conversations training approach to work for you, your team, and your organization, and everything gets better.

Crucial Conversations Training

Our training teaches you how to achieve spirited dialogue at all levels in your organization; you'll begin to surface the best ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment. This training experience introduces a set of tools that builds alignment, agreement, and interpersonal communication.

"I have never attended a development course that has completely changed my life and produced immediate results as much as Crucial Conversations has."

— Richard D. Jarvis
President, Extraordinary Development, Inc

"Crucial Conversations is one of the most powerful and useful tools I have found."

— Mike Miller, Director of Business Billing, AT&T

"These skills . . . enabled us to win the largest contract in our industry's history."

— Dain Hancock
Former President, Lockheed Martin Aeronautics

Who Should Participate?

Crucial Conversations Training is ideal for individuals who manage people or processes as well as those who have supervisory or cross-functional management responsibilities. For true change to be achieved, involving teams and even entire organizations is essential. At a minimum, consider attending our public training events. Or bring our training faculty into your organization.



Trainer Certification

Use our trainer certification program and Trainer Suite to enable your trainers to offer the highest quality in-house training program available today. We also advocate leader-led training as the most effective approach for acquiring and retaining new skills.

Tools for Talking When Stakes are High

Discover how Crucial Conversations Training will drive change for good throughout your organization, enabling you to:

- Resolve disagreements—accurately address concerns by talking respectfully, candidly and skillfully with someone in a safe way.
- Build acceptance rather than resistance—give and receive feedback in a way that enhances relationships and improves results.
- Speak persuasively, not abrasively—effectively talk about high-stake, emotional and controversial topics.
- Foster teamwork—get the right people involved in a way that ensures better decision-making and guarantees commitment and conviction.

Who Needs Crucial Conversations Training?

Does your organization suffer from taboo topics, deference, disagreement, analysis paralysis, information hoarding, office politics, or alienation? Do you work with others who are hard to get along with, drag their feet, avoid tough issues, advocate their position excessively, respond poorly to pressure, easily become emotional, or run away when disagreements arise? Then you, your team, or your organization needs Crucial Conversations Training.

What is Taught in the Training?

Learn how to create conditions where people speak with complete candor (no matter the topic) and with complete respect (no matter the person). Gain skills that enables spirited dialogue and reduces deference and defiance. Begin stepping up to tough issues and sharing opinions, feelings, and information safely and freely. Learn how to promote the best ideas, save time with fewer meetings, have less disagreement, and build more alignment with better decisions.

Who's Used Our Training?

More than 500,000 people and 300 of the Fortune 500 companies have used Crucial Conversations Training to enable everyone to step up to controversial and heated issues—and handle them well.

What's The Next Step?

If your team or organization struggles to deal effectively with difficult subjects, undercommunicates, or fails to act with unity and conviction, Crucial Conversations Training is for you. Call _____ or visit us at _____