



crucial
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 is a two-day course that 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.

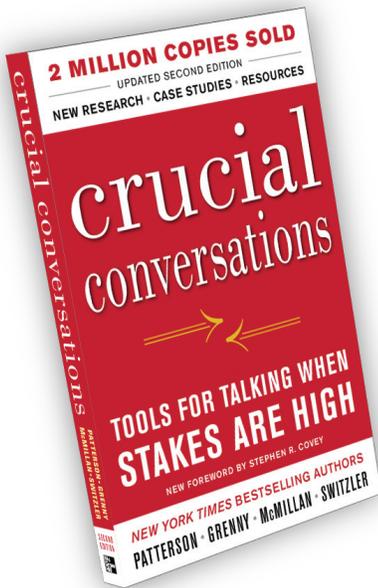
What Is a Crucial Conversation?

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



About the Book

With more than 2 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions of people communicate.

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* (2nd Edition)
- Crucial Conversations Audio Companion
- A course completion certificate

Training Options

- **In-house**—One of our expert trainers delivers the program at a location you specify.
- **Public Workshop**—Your employees attend a prescheduled, public training workshop.
- **Trainer Certification**—Individuals or trainers from your organization certify to teach the course within your company.

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.

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.



Named "Training Product of the Year" *Human Resource Executive*

Don't Take Our Word for It

More than one million people and 300 of the Fortune 500 companies have used our skills to improve their organizational culture and create change for good.

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 www.vital-smarts.com.

About VitalSmarts. An innovator in corporate training and leadership development, VitalSmarts combines three decades of original research with 50 years of the best social science to help leaders and organizations change human behavior and achieve new levels of performance. We've identified four high-leverage skill sets that, when used in combination, create healthy corporate cultures. These skills are taught in our award-winning training programs and *New York Times* bestselling books of the same titles: *Crucial Conversations*, *Crucial Accountability*, *Influencer*, and *Change Anything*. VitalSmarts has trained more than one million people worldwide. www.vital-smarts.com