VITALSmarts CASE STUDY

US Department of Veterans Affairs Improves Communication and Performance in 60-80% of Workforce with Crucial Conversations Training

Introduction
This case study of US Department of Veterans Affairs is based on a May 2017 survey of VitalSmarts customers by TechValidate, a 3rd party research service.

“"We train Crucial Conversations across the organization to help our employees improve their communication skills which also improves their quality of work. Many also report better home lives as a result.”
- Billy Styles Jr., Business Professional, US Department of Veterans Affairs

Challenges
The business challenges that led the US Department Of Veterans Affairs to evaluate and ultimately select Crucial Conversations Training:
- Launch a culture change initiative
- Improve employee and leadership performance
- Improve communication
- Improve employee morale and engagement
- Improve customer satisfaction

Use Case
US Department Of Veterans Affairs trains Crucial Conversations via the live, instructor-led training delivered by a VitalSmarts Master Trainer.
Leaders rate the following VitalSmarts Training features and benefits compared to the competition:
- Overall quality of training: best in class
- Quality of materials & videos: best in class
- Ease of implementation: best in class
- Ability to deliver results: best in class
- Employee engagement with the course: best in class

Results
US Department Of Veterans Affairs report that 60-80% of their employees changed their behavior, improved their communication skills, or learned to hold others accountable as a result of Crucial Conversations Training. They also report a 0-6 month payback period for their training investment.
Other results include:
- Improved culture
- Improved employee engagement and morale
- Improved employee and leadership performance
- Improved communication
- Improved product or service quality
- Improved workplace safety
- Improved customer or patient satisfaction

Organizational Profile
Organization:
US Department of Veterans Affairs
Industry:
Government

About VitalSmarts
VitalSmarts is a Top 20 Leadership Training Company and home to four award-winning courses that enable organizations to achieve new levels of performance by changing employee behavior: Crucial Conversations, Crucial Accountability, Influencer, and Getting Things Done Training.

Learn More:
VitalSmarts