VitalSmarts certified trainers are some of the very best in the business. Our trainer certification courses are designed to sharpen training skills and enhance understanding of the related course content.

Three Requirements for Trainer Certification

1. **Facilitation Ability.** Our Trainer Certification courses focus on deepening content knowledge, maximizing instructional design through use of videos and exercises, and clearly explaining content through the use of storytelling.

2. **Committed Organization.** In order for trainers to be successful, it is imperative that their organization supports them in the training process. Certified Trainers should come from a sponsoring workplace that has committed budget to the training. During the Certification Course, a Master Trainer will discuss the tools and resources available to assist trainers in marketing and implementing VitalSmarts Training.

3. **Technical Competence.** Ability to use technology is an essential part of Trainer Certification. Our training presentations integrate slides, videos, exercises, and audience polling. The system is not difficult to use for those who are comfortable with Microsoft Office Products or other presentation software.

The VitalSmarts Certification Process

During the Trainer Certification Course, a Master Trainer will review the Trainer Certification Process in more detail. Here are the steps involved:

**Step 1: Obtain Provisional Certification**
- Attend the full course workshop.
- Complete the Trainer Certification course.
- Demonstrate understanding of course content and effective facilitation skills.

**Step 2: Become a Certified Trainer**
- Teach three courses within nine months.
- Submit 3 course dates in the Lives Impacted Program.

**Step 3: Maintain Training Skills**
- Continue training the course as often as possible.
- Visit the Trainer Zone (www.vitalsmarts.com/trainerzone) for training aids, Quick Prep videos, web seminars, and downloadable resources.
What does the Trainer Certification Course entail?

The Trainer Certification Course is designed to give trainers a deeper understanding of the content and a basic set of skills to deliver the training.

- **Course Content Review.**
  A cognitive assessment helps identify areas each trainer should focus on in reviewing the content and preparing to train. The content overviews will help you make the connections between lessons and skills.

- **Application and Coaching.**
  Trainers will apply the skills and have an opportunity to coach others through their use of the skill as they will with their participants in their classrooms.

- **Practice.**
  Trainers will learn to use the VitalSmarts Instructional Platform and have plenty of opportunities to practice and ask questions.

- **Videos and Exercises.**
  Our training courses have a wealth of videos that demonstrate important skills, and exercises that give participants a chance to practice what they are learning. The certification course covers how to set up and debrief key exercises and videos, as well as how to get the maximum impact from them.

- **Teachback.**
  At the end of the Trainer Certification Course, each trainer will have an opportunity to demonstrate facilitation skills during a fifteen-minute “teachback.” He or she will also receive coaching and feedback from the Master Trainer and others in the course.

What are the trainer materials?

Trainers will receive the following Trainer Materials on the first day of the Trainer Certification Course:

- **Trainer Guide**
- **VitalSmarts Instructional Platform with respective course presentations**
- **Access to the Trainer Zone (www.vitalsmarts.com/trainerzone): an online hub of tools, videos, and resources designed to help our trainers succeed**

Trainers also receive the following course-specific materials:

- **Crucial Conversations®**
  - Training model wall poster (24" X 36") (downloadable only)

- **Crucial Accountability®**
  - Training model wall poster (24" X 36") (downloadable only)

- **Influencer Training®**
  - Certification Guide
  - Classroom Kit (shipped directly to organization), which includes PRS Remotes, Remote bag, PRS Receiver, Model Posters, and Influencer tokens. (Additional fee required for Classroom Kit.)

- **Getting Things Done®**
  - Training model wall poster (24" X 36") (downloadable only)

Do I need to bring a laptop to the Trainer Certification Course?

We encourage you to bring a laptop computer to the Trainer Certification Course. Additionally, we strongly recommend you connect with your IT department prior to attending to ensure you have administrative rights to install the VitalSmarts Instructional Platform software on your laptop. While you won’t need a laptop for the teachback (a computer with the presentation software will be provided that day), most trainers prefer to have a laptop at night to use while preparing for their teachback. Even when two or more people are coming from the same organization, we strongly recommend that each individual bring his or her own laptop.

Do I have to be a Certified Trainer in order to train?

No. You may train the material as a Provisionally Certified Trainer while you complete the certification process.

Can I train Live Online courses?

Crucial Conversations certified trainers can train Crucial Conversations in the Small Group Live Online Classroom in partnership with the VitalSmarts Live Online production team. All other Live Online courses must be trained by a VitalSmarts Master Trainer.
What support will there be for me after the Trainer Certification Course?

Our goal is to make sure that you’re able to deliver an outstanding training course that will lead to real results for your organization. There are a variety of support options available after the Trainer Certification Course. Options vary by need and price:

- You’ll automatically be enrolled to receive our monthly newsletter, Trainer Talk. Each month, we aim to answer your questions, share our latest research, provide facilitation tips, and allow you to stay connected to VitalSmarts. We think you’ll find this to be an excellent resource to keep your skills fresh as you hear from our Master Trainers and the authors through webinars and more.
- As Certified Trainers, we want to recognize your training achievements in the VitalSmarts Lives Impacted Program. The program is designed to reward our valued trainers based on the amount of lives impacted through training. To learn more on how to qualify and get started, please visit the Trainer Zone.
- REACH is the premier VitalSmarts conference and professional development experience that brings trainers and facilitators together with an all-star team of master trainers, world-class speakers, and New York Times bestselling authors. Visit www.vitalsmarts.com/reach for information on the next REACH conference.
- The VitalSmarts Trainer Community is a vibrant network of more than 7,000 training professionals and managers who are passionate about creating change within their organizations and communities. There are several ways to get involved and network with your fellow trainer community members, including attending our annual REACH conference, viewing quarterly web seminars, and participating in the Lives Impacted Program. Join the VitalSmarts Trainers Facebook group and share ideas, ask questions, and creatively collaborate with trainers from around the world! www.facebook.com/groups/VitalSmartsTrainers
- The Master Trainer leading the Trainer Certification Course may also suggest specific developmental activities. Developmental activities may include observing a course taught by a Certified Trainer, co-training with another Certified Trainer, or being observed and coached by a Master Trainer. Some of these activities may involve additional fees. Your Sales Representative is ready to support you as you master the material and begin training. He or she can answer questions about how to implement the training in your organization and refer you to other support sources.
- Your Client Success Specialist will help you prepare to train the program. The Client Success Specialist will answer content questions and guide you to valuable resources that will help you master the material and succeed as a VitalSmarts trainer.

What is the Trainer Zone?

The Trainer Zone (www.vitalsmarts.com/trainerzone) was created with one goal in mind—to provide tools and resources that will help develop extremely competent and capable VitalSmarts trainers.

First-time trainers will benefit from helpful hints from other first-time trainers, detailed instructions on how to best explain and carry out exercises from the training, and an ever-growing archive of stories to illustrate the use of skills in each lesson.

Resources in the Trainer Zone will enhance your training skills and provide you with additional material to make your VitalSmarts training the most powerful course you have ever delivered. Some of the resources include:

- Quick Prep Videos—A VitalSmarts Master Trainer walks you through each lesson, slide by slide, giving you tips and hints to improve your training. Each video is about 20 to 30 minutes long.
- Recommended Stories—Finding powerful stories for each lesson or concept can be a difficult task, so we have drawn on the experiences of our authors and Master Trainers to share stories you can use.
- Web Seminar Archive—Our exclusive Trainer Web Seminar Archive will enable you to train in such a way that participants engage with the material and leave the training ready and able to use the skills.

The Trainer Zone features rollout tools and resources for trainers who plan to implement the training company-wide. You’ll also find great tools and resources for pre- and post-work as well as marketing and positioning. The site allows you to collaborate and learn from other trainers and includes VitalSmarts research along with personal and trainer success stories, further reading, and articles from authors and Master Trainers to give trainers more background in the art and the effect of using crucial skills. There are many other important tools found in the Trainer Zone including Course Evaluation forms, video run times, overview presentations, and assessments.
What are the system requirements for running the VitalSmarts Instructional Platform?

The VitalSmarts Instructional Platform is included with your trainer materials and will not be available until the day of the Trainer Certification Course. In order to install the software during the Trainer Certification Course, you will need full (administrator) permissions on your laptop. Contact your IT Department to ensure you have these permissions. After the install is complete, make sure you have administrator privileges to the following folder and all of its subfolders and files: C:\Program Files\VitalSmarts.

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### System Requirements for all trainings:

**For Windows**
- Compatible USB port
- 4 GB hard drive space (each additional presentation also requires 4 GB)
- Video card with 64 MB of memory
- 2 GB RAM
- 2.33GHz Intel® Pentium® 4, AMD Athlon® 64 2800+, or faster processor (Intel® Core 2 Duo 2.13 GHz or faster for 64-bit)
- 1024 x 768 screen resolution, 32-bit color display

**For Mac**
- Compatible USB port
- Intel Core™ Duo or faster processor
- 4 GB hard drive space (each additional presentation also requires 4 GB)
- 4 GB of RAM

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About VitalSmarts

Named one of the Top 20 Leadership Training Companies, VitalSmarts, a TwentyEighty, Inc. company, combines three decades of original research with 50 years of the best social science thinking to help leaders and organizations change human behavior and achieve new levels of performance. VitalSmarts has identified high-leverage skill sets that, when used in combination, create healthy corporate cultures. These skills are taught in the award-winning training programs and *New York Times* bestselling books of the same titles: *Crucial Conversations*, *Crucial Accountability*, *Influencer*, and *Getting Things Done®*. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 2 million people worldwide. [www.vitalsmarts.com](http://www.vitalsmarts.com)