VITALSmarts Case Study

US Department of the Air Force Changed its Culture with Crucial Accountability and Crucial Conversations Training

Introduction

This case study of US Department of the Air Force is based on a May 2017 survey of Vitalsmarts customers by TechValidate, a 3rd-party research service.

“Crucial Accountability and Crucial Conversations Training have received high praises as the most professional, practical, and useful training in our organization. The training gave us a common language to address issues and talk about them in a way all parties understand.”
- Kristin Baer, Government Civilian, US Department of the Air Force

Challenges

The business challenges that led US Department Of The Air Force to evaluate and ultimately select Crucial Accountability and Crucial Conversations Training include:

- Launch a culture change initiative
- Improve communication
- Improve employee morale and/or engagement
- Change employee behavior

Use Case

The US Department of the Air Force uses the live, instructor-led training by Vitalsmarts. They have had a Vitalsmarts Master Trainer deliver the course as well as certify internal leaders to lead the culture change efforts.

The organization rates the following Vitalsmarts Training features and benefits compared to the competition:

- Overall quality of training: best in class
- Quality of materials & videos: significantly better
- Ease of implementation: significantly better
- Ability to deliver results: better
- Employee engagement with the course: best in class

“Our organization began providing Crucial Conversations to supervisory personnel. The training was then offered (not mandatory) to instructional personnel, and now to others within the organization. In addition, supervisory personnel are now going through Crucial Accountability as well.”
- Steven Wiltmer, Technical Training Instructor, US Department of the Air Force

Results

The US Department of the Air Force reported 20-40% of their employees changed their behavior, improved their communication skills, or learned to hold others accountable as a result of Crucial Conversations and Crucial Accountability — other results include:

- Improved culture
- Experienced a 6-12 month payback period on their training investment

“Crucial Conversations has provided a common approach to improved communication. As a result, many perceived cultural deficits and myths have been identified, discussed, and either improved upon or proven to be inaccurate.”
- Steven Wiltmer, Technical Training Instructor, US Department of the Air Force

Source: Kristin Baer, Government Civilian, US Department of the Air Force
Research by TechValidate

Published: July 10, 2017
Total: 564 kb