VitalSmarts understands that having the ability to customize training to meet the specific needs of your organization can increase learning transfer and lead to improved results.

To help you provide a custom training experience that speaks directly to your employees, addresses your unique initiatives, and measures behavior change, we’ve created the Crucial Moment Consulting & Measurement services.

**Step 1:** The first step to a custom training experience is to identify your organization’s unique crucial moments. This process includes three steps:

1. **Crucial Moment Creation**
   Work with a VitalSmarts consultant and key representatives from your organization to identify the results you are trying to achieve and brainstorm the times, places, circumstances, and people that are involved when these results are most at risk. This involves:
   1. Initial generation. Key representatives identify crucial moments through an interview, a targeted training worksheet, or a Story Collector survey administered by VitalSmarts consultants.
   2. Theme development. Key representatives identify and describe the most common four to five themes driving the Crucial Moments identified in the initial generation.
   3. Revision. Revise and perfect the proposed Crucial Moment themes.
   
   **Average duration:** five to ten business days

2. **Training Materials Development**
   VitalSmarts consultants will work with your team to develop Deliberate Practice Situations that target the new Crucial Moments identified in Step 1.
   
   **Average duration:** five to ten business days

3. **Formatting and Printing**
   Following approval, the customized Deliberate Practice Situations go to VitalSmarts Creative Services for formatting, printing, and shipping.
   
   **Average duration:** eight business days
Step 2: Complement Your Custom Training with Custom Measurement

We highly recommend you measure the impact the training is having on your custom Crucial Moments. Here’s how we will help you easily measure your training investment.

1. VitalSmarts will convert your Custom Crucial Moments into a pre- and post-online survey that measures the frequency, severity, dialogue, and solvability of these moments.

2. You distribute the survey to training participants prior to their Crucial Accountability or Crucial Conversations Training to form a baseline measure.

3. You distribute the survey to graduates 30 and 60 days after training.

4. VitalSmarts will compile your data to track changes from the baseline on an ongoing basis, or as your needs dictate.

Want more personalization?
In addition to our Crucial Moment Consulting services, we offer a host of product personalization options to meet your organization’s needs. If you’d like to further customize the course, we are happy to work with you. Please contact your VitalSmarts representative to get started on your unique personalization plan.

What’s the next step?
If your organization could benefit from customization, contact your VitalSmarts representative today to learn more at 1-800-449-5989 or visit us at www.vitalsmarts.com.

"While we enjoy letters of appreciation and positive evaluations from our Crucial Conversations participants, we lacked objective data to support the effort and cost assumed by our organization. Crucial Moment Consulting and Measurement provided data that justified our training investment and helped us identify opportunities to better meet employees’ needs and improve patient safety."

Carmen Van Dusen, MSN RN & CC Instructor for Pen Bay Healthcare