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 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

**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.

Delivery Options

Crucial Conversations is available in several delivery methods to meet your organization’s unique needs.

- **Live.** In-person, instructor-led classroom training available in 1 or 2 days (6 hours or 14 hours).
- **Live Online.** Virtual, instructor-led training available in 5 spaced modules (5 2-hour sessions).
- **Online.** On-demand training (10 hours of instructional time, users have up to 12 months of access).

Implementation Options

Choose the best option for implementing Crucial Conversations in your organization.

- **Public workshop.** Your employees attend a Live, Live Online, or Online public workshop.
- **In-house training.** Bring in a VitalSmarts Master Trainer to train the Live or Live Online course to your employees. Or roll out Online Training across your organization.
- **Trainer Certification.** Certify your employees to train their peers in the Live or the Live Online course (in partnership with the VitalSmarts production team). Trainers can also moderate the Online course.

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 vitalsmarts.com.

About VitalSmarts. Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, and Influencer Training® and *New York Times* bestselling books of the same titles. When used in combination, these courses enable organizations to achieve new levels of performance by changing employee behavior. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained two million people worldwide. vitalsmarts.com