VITALSmarts CASE STUDY

Centra Health Improves Communication At All Levels of the Organization with Crucial Conversations and Crucial Accountability

Introduction

This case study of Centra Health is based on a May 2017 survey of VitalSmarts customers by TechValidate, a 3rd party research service.

“We introduced Crucial Conversations to managers and above in 2011. Almost immediately, managers and directors asked if we could offer it to front-line employees. We are seeing improved employee communication at all levels of the organization.”

- Robin Moore, Team Leader, Organizational Development, Centra Health

Challenges

The business challenges that led Centra Health to evaluate and ultimately select Crucial Conversations and Crucial Accountability include:

- Launch a culture change initiative
- Launch a change management initiative
- Improve employee and leadership performance
- Improve communication
- Improve employee morale and engagement
- Change employee behavior
- Improve patient satisfaction

Use Case

Centra Health trains Crucial Conversations and Crucial Accountability via the live, instructor-led training delivered by a certified trainer within their organization.

Leaders rate the following VitalSmarts Training features and benefits compared to the competition:

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

“We introduced Crucial Conversations to managers and above in 2011. Almost immediately, the managers and directors asked if we could offer it to front-line employees. We began offering it to all employees in 2012. We introduced Crucial Accountability in 2013. We also offer a one-day version for our physicians that is being very well-received.”

- Robin Moore, Team Leader – Organizational Development, Centra Health

Results

Centra Health achieved the following results after training Crucial Conversations and Crucial Accountability:

- Improved culture
- Improved employee engagement and/or morale
- Improved employee and/or leadership performance
- Improved communication
- Experienced a 6-12 month payback period for their training investment

Source: Robin Moore, Team Leader, Organizational Development, Centra Health

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, Influence, and Getting Things Done Training.

Learn More:

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