



CRUCIAL CONVERSATIONS IS  
ONE OF THE MOST POWERFUL AND  
USEFUL TOOLS I HAVE FOUND.

Mike Miller,  
Director of Business Billing, AT&T

# TOOLS FOR TALKING WHEN STAKES ARE HIGH

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?

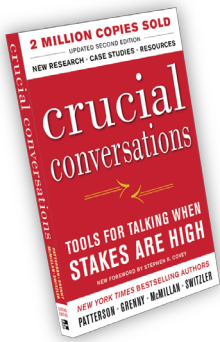
Crucial Conversations teaches participants how to:

- 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.





## About the Book

With more than 3 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions communicate.

## Named "Training Product of the Year"

*Human Resource Executive*



## Participant Materials

- Crucial Conversations Participant Toolkit
- Cue cards for each lesson in a desktop display case
- Crucial Conversations model card
- A copy of the *New York Times* bestselling book, *Crucial Conversations: Tools for Talking When Stakes are High* (2nd Edition)
- Crucial Conversations Audio Companion MP3 Download
- A course completion certificate

## Want to Customize this Course?

We offer multiple options to both personalize our training to meet your organization's specific needs, as well as measure the impact of training. Learn more at [www.crucialskills.my](http://www.crucialskills.my).



## The Crucial Skills Suite

Those who have already attended Crucial Accountability may attend the Crucial Conversations Add-On course to complete the crucial skills suite. Visit [www.crucialskills.my/crucial-skills-suite.html](http://www.crucialskills.my/crucial-skills-suite.html) for details.

## 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.

## Training Delivery Options

There are multiple options for bringing Crucial Conversations to your organization. Choose the delivery option that best fits your needs.

**In-house**—One of our experts train the program at a location you specify.

**Public Workshop**—Your employees attend a prescheduled, public training workshop. Both virtual and in-person training options are available.

**Trainer Certification**—Individuals or trainers from your organization certify to teach the course within your company. Certified trainers can also train the virtual course in partnership with the VitalSmarts virtual production team.

**Need more flexibility?** We can help you meet the scheduling demands and limitations of your teams or organizations. Choose to train either the two-day traditional course or the Focused course—a subset of the skills taught in one day.

## Don't Take Our Word for It

More than one million people and 300 of the Fortune 500 companies have used our skills to improve their organizational culture and create change for good.

## 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 +603 6211 6963/6964 or visit us at [www.crucialskills.my](http://www.crucialskills.my).

**About VitalSmarts.** Named one of the Top 20 Leadership Training Companies, VitalSmarts, a TwentyEighty, Inc. company, is home to the award-winning Crucial Conversations, Crucial Accountability, Influencer, and Change Anything 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 more than 1.5 million people worldwide.