



1266 South 1380 West  
 Orem, UT 84058  
 www.vital-smarts.com

# Crucial Conversations™ Training

The authors of the *New York Times* Bestseller *Crucial Conversations* are offering  
 Crucial Conversations training

*See below for details*

**Every team and every organization has problems. The difference between the *best* and the merely *good* is not how many problems they have, but whether or not they candidly discuss and resolve them. The difference is in how they handle the *Crucial Conversations* that are the key to resolving their problems.**

*“Crucial Conversations is one of the most powerful and useful tools I have found. Chronic communication errors are at the root of so many problems in daily life. I have seen breakthroughs with people with whom all other efforts have failed.”*

Michael Miller,  
 Director, AT&T

Just about every day, you have a high-leverage interaction with someone that will have a long-term impact on your success. Whether you’re working through a tough issue with a major customer or having a sensitive interaction with a team member, if you don’t succeed in these *Crucial Conversations*, you won’t get the results you need to become the “best of the best.”

**For example, when was the last time you were faced with a *Crucial Conversation* such as this?**

- A colleague has just **missed a critical deadline**. What do you say?
- Your boss has a **leadership style** that is smothering you. You hesitate to speak up.
- Your team has been getting **bad results** and no one wants to speak up and no one wants to find out why.
- **Important issues** are not brought up in a timely manner to those who can do something about them. Only those near the water cooler hear the issues.
- One of your best employees has accused another of **racism**. He continually labels others who are not “the same” as him.
- You find yourself **disagreeing with your boss** and yet your head bobs up and down like you are a fully supportive puppet. The last person who disagreed was “shot on sight.”
- One of your employees loses her temper and **yells at customers** about twice a week. When you brought it up with her, she blamed others.
- **Top performers are leaving**, and poor performers are not challenged. Top Performers are disgusted that others get away with as much as they do.

***Crucial Conversations* is a proven cure for communication problems. How we speak up and listen during *crucial conversations* makes all the difference.**

During the last 25 years, we have surveyed almost a half million people, interviewed over 5000 individuals, and worked with hundreds of organizations to discover the best solution to communication problems.

By studying influential individuals, effective teams, and productive organizations, we have identified the principles and skills they use to master these kinds of crucial conversations. In skilled hands, these crucial conversations move to dialogue. If handled poorly, they degenerate into silence or violence.

**Crucial Conversations training has produced dramatic results for thousands of individuals and organizations.**

**Partial Customer List:**

Ford Motor Company  
 Lockheed Martin  
 AT&T  
 Sprint  
 VA Medical Centers  
 Lutheran Medical  
 Reliant Energy  
 Hallmark  
 Texaco  
 Northrop Grumman  
 Intermountain Healthcare  
 TRW  
 Lennox Industries  
 State Farm  
 U.S. Coast Guard  
 B.F. Goodrich  
 XCEL Energy  
 Accenture  
 American Express  
 Hughes Network Systems  
 American Honda  
 Discover Card  
 And hundreds more

*“The skills learned in  
Crucial Conversations  
have produced  
immediate and  
impactful results in the  
overall working  
relationships at all  
levels in our  
organization.”*

Russ Ford, Vice  
President Operations,  
Lockheed Martin

**Our promise is that by implementing the principles and tools from this training, you will significantly improve in areas such as:**

**Performance**—giving feedback to poor performers.

**Productivity**—confronting other teams and individuals that consistently let you down.

**Teamwork**—challenging a peer who disappoints you or a boss whose leadership style is hurting the team.

**Change Management**—talking to leaders who don’t walk the talk around change; or admitting you don’t have the skills needed to support changes.

**Quality**—talking with those who fail to support quality processes.

**Significant Relationships**—speaking with a loved one about differences in values or about habits that annoy you.

**Safety**—approaching those who violate safety practices.

**Diversity**—confronting those who behave disrespectfully.

**Meetings**—speaking up when things get off track and suggesting how to improve them.

And many more areas that will measurably improve your individual, team, and organizational results.