



Crucial Accountability showed management how to stop avoiding conflict and helped them recognize that holding others accountable is healthy.

Ardie Harrison,  
Vice President of Human Resources, Dallas Housing Authority

## IMPROVE ACCOUNTABILITY, EXECUTION, AND PERFORMANCE

### Why Crucial Accountability?

A culture with weak accountability is one where those who see problems say nothing because they assume they don't have the authority or skills to raise a concern. Our research shows when people see accountability as "someone else's job" they waste time, resources, and morale—specifically, employees waste \$1,500 and an eight-hour workday for every accountability discussion they avoid. These costs skyrocket when you consider that 95 percent of a company's workforce struggles to hold their colleagues accountable.

### The Crucial Accountability® Course

This training teaches a straightforward, step-by-step process for identifying and resolving performance gaps, strengthening accountability, eliminating inconsistency, and reducing resentment. It uses video, group discussions, skill practice, and real-life application to make the course both entertaining and engaging.

### What Does The Training Teach?

Crucial Accountability provides a methodology for effectively holding others accountable that's based on more than twenty-five years of research.

**Hold anyone accountable**—no matter the person's power, position, or temperament.

**Master performance discussions**—get positive results and maintain good relationships.

**Motivate others without using power**—clearly and concisely explain specific, natural consequences, and permanently resolve problems.

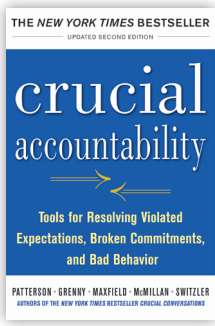
**Manage projects without taking over**—creatively help others avoid excuses, keep projects on track, and resolve performance barriers.

**Move to action**—agree on a plan, follow up, engage in good reporting practices, and manage new expectations.

### Who Needs this Training?

This course is beneficial for people in roles across the entire organization—from leadership to front-line employees. Anyone who relies on the efforts of others to get things done will benefit from attending Crucial Accountability.





## ABOUT THE BOOK

With 500,000 copies sold, *Crucial Accountability* is the *New York Times* business bestseller that's transformed organizations and changed the way people communicate.

## DON'T TAKE OUR WORD FOR IT

More than 2 million people and three hundred of the Fortune 500 companies have used our skills to improve their organizational culture and create change for good.

## PARTICIPANT MATERIALS

- Crucial Accountability Participant Toolkit
- Contract cards for each lesson in a desktop display case
- Crucial Accountability model card
- A copy of the *New York Times* bestselling book, *Crucial Accountability* 2nd Edition
- Crucial Accountability 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.vital-smarts.com/tailor-measure](http://www.vital-smarts.com/tailor-measure).



## THE CRUCIAL SKILLS SUITE

Those who have already attended Crucial Conversations may attend the Crucial Accountability Add-On course to complete the Crucial Skills Suite. Learn more at [www.vital-smarts.com](http://www.vital-smarts.com).

## Organizational Benefits of Crucial Accountability

Organizations around the world have turned to Crucial Accountability to improve bottom-line results like quality, efficiency, satisfaction, safety, etc. Results include:

**Teamwork & Relationships:** Dallas Housing Authority eliminated silos between departments and helped employees resolve conflicts with peers and supervisors.

**Efficiency:** San Antonio School District saw a 50 percent drop in grievances that previously clogged their administrative system.

**Safety:** Pride International improved their total incident rate by 55 percent and reported zero accidents that required employees to miss time on the job.

**Employee Turnover:** Orkin saw an 8 percent decrease in turnover, and Pride International decreased turnover by 40 percent.

## Delivery Options

Crucial Accountability 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).

## Implementation Options

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

**Public Workshop.** Your employees attend a Live or Live Online public workshop.

**In-House.** Bring in a VitalSmarts Master Trainer to train your employees.

**Trainer Certification.** Certify your employees to train their peers.

## What's the Next Step?

If your organization could benefit from the skills taught in Crucial Accountability, contact us today to learn more. Call 1-800-449-5989 or visit us at [www.vital-smarts.com](http://www.vital-smarts.com).

**About VitalSmarts.** Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, Getting Things Done®, and Influencer Training® which are based on the *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 300 of the Fortune 500 companies and trained two million people worldwide. [vital-smarts.com](http://www.vital-smarts.com)