



crucial  
conversations®

# TOOLS FOR TALKING WHEN STAKES ARE HIGH

*Whether it's a problem with poor quality, safety, 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.*



Named  
“Training  
Product of  
the Year”

Human Resource Executive

## 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.



## About the Book

With more than 2 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions of people communicate.

**About VitalSmarts.** An innovator in corporate training and leadership development, VitalSmarts combines three decades of original research with 50 years of the best social science to help leaders and organizations change human behavior and achieve new levels of performance.

[www.vitalsmarts.com](http://www.vitalsmarts.com)

## What Is Crucial Conversations® Training?

Crucial Conversations is a two-day course that 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
- Build acceptance rather than resistance
- Foster teamwork and better decision making
- 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.