



TRAINING

# *Tools for Talking when stakes are high*



*How well does your organization, team, or family step up to or handle crucial conversations?  
Visit [www.vitalsmarts.com](http://www.vitalsmarts.com) to take the FREE self-scoring Style Under Stress™ personal assessment today!*

*"This is a breakthrough. I found myself being deeply  
influenced, motivated, and inspired."*

— Stephen R. Covey, author of  
*The 7 Habits of Highly Effective People*

*"Crucial Conversations is one of the most powerful  
and useful tools I have found."*

— Mike Miller, Director of Business Billing, AT&T

*"These skills . . . enabled us to win the largest  
contract in our industry's history."*

— Dain Hancock  
Former President, Lockheed Martin Aeronautics

*Could a conversation (or avoiding one) be keeping you from getting the results you need? Whatever the issue—from poor productivity or declining quality to lack of teamwork or strained relationships—it's likely that you're experiencing the effects of a poorly held crucial conversation.*

## **What is a Crucial Conversation?**

A crucial conversation is a discussion between two or more people where stakes are high, opinions vary, and emotions run strong. These conversations—when handled poorly or ignored—cause teams and organizations to get less-than-desirable results. Put our award-winning Crucial Conversations training approach to work for you, your team, and your organization, and everything gets better.

## **Crucial Conversations Training**

Our training teaches you how to achieve spirited dialogue at all levels in your organization; you'll begin to surface the best ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment. This training experience introduces a set of tools that builds alignment, agreement, and interpersonal communication.

