



crucial
conversations®

TRAINING

CRUCIAL CONVERSATIONS

TOOLS FOR TALKING WHEN STAKES ARE HIGH

Vital
Talent

LEADERSHIP
& TEAMWORK
HIGH-IMPACT TRAINING



TRAINING **CRUCIAL CONVERSATIONS**

TOOLS FOR TALKING WHEN STAKES ARE HIGH

Crucial Conversations is a high-impact training for handling conversations when stakes are high, opinions differ, and emotions run strong. Often, these are important conversations with future consequences.

Unfortunately, we are not always at our best during these moments, and we resort to “silence” or “violence” behavior. Crucial Conversations offers a set of skills and insights to conduct these conversations effectively.

Imagine that everyone in your organization had the skills to speak respectfully, openly, and honestly. What would that mean for the organization’s culture, cooperation, and results?



2 days
classroom learning



from 9 AM
till 5 PM



investment
€ 1.250,-



blended
learning



repeat the training
to master the skills



research-based
training



internationally
acclaimed

FOR WHOM IS **CRUCIAL CONVERSATIONS**?

For everyone in the organization who wants to develop high-impact communication skills



Crucial Conversations teaches high-impact communication skills that will make a difference even in the most difficult situations for all professionals, managers, and leaders.

For teams and organizations that want to create a culture of open dialogue leading to improvement, cooperation, and innovation



Within every organization, teams experience moments when communication becomes crucial. Using the Crucial Conversations skills, teams can leverage these moments to strengthen the team as well as the entire organization.



The health of a relationship, a team, or an organization is best measured by the average lag time between identifying and discussing a problem. Crucial Conversations teaches the skills to speak up and encourage others to do the same. This not only empowers you, but also your team and your organization.

THE EFFECTS OF **CRUCIAL CONVERSATIONS**

Effects on an individual level



Crucial Conversations teaches skills for communicating when the stakes are high, opinions vary, and emotions run strong. These skills will help you talk to anyone about anything and will help you align and agree on important matters.

Effects on teams and organizations



These high-impacts skills lead to improved behavior in relationship building, decision making, commitment to action, and productivity.



Consistent behaviors lead to the development of a high-performance culture where individuals, teams, and organizations share mutual trust and mutual respect.



CRUCIAL CONVERSATIONS PROGRAM

TWO DAYS FROM 9 TO 5

In two days, you'll learn to master the powerful Crucial Conversations skills for handling conversations when the stakes are high, opinions differ, and emotions run strong. Often, these are important conversations with future consequences.

Crucial Conversations is the result of 30 years of research. This has led to a practical and applicable model consisting of eight skills. Each skill is useful on its own. The complete model gives you all the tools to improve your communication immediately after the training.

Again, imagine that everyone in your organization had the skills to speak up. What would that mean for the organization's culture, cooperation, and results?

VitalSmarts®

LAUNCH

Learning starts by completing Launch assignments prior to attending the training. The Launch activities ensure that the Learn & Practice phase can be tailored to your personal learning goals.

LEARN & PRACTICE

The Learn & Practice phase of Crucial Conversations consists of impactful theory, appealing videos, fascinating assignments, and meaningful activities. You'll learn to master these eight skills:

Get unstuck

Recognize conversations which can help or prevent you from reaching your goals

Start with heart

Focus on what you really want and stay in dialogue

Master my stories

Stay in dialogue when your emotions rise

STATE my path

Use the STATE skill to start the dialogue

Learn to look

Learn to recognize signs of "silence" or "violence"

Make it safe

Create psychological safety and common goals

Explore other's paths

Help others move from "silence" or "violence" into dialogue

Move to action

Make the transition from a healthy dialogue to action and results

MASTER

The online Crucial Conversations Coach helps you master the new skills and keep them up to date. You'll find numerous tools, blogs, resources, and videos.



CRUCIAL CONVERSATIONS PROGRAM

VITALSMARTS

VitalSmarts®

As an innovative developer of training solutions such as Crucial Conversations, as well as other leadership development programs, VitalSmarts combines over 30 years of in-house research with over 50 years of social science best practices in order to help leaders and organizations reach higher performance levels.

VitalSmarts has trained more than two million people worldwide. Over 300 of the 500 largest organizations in the world have achieved significant results by using these proven methods for rapid, measurable, and sustainable behavioral change. VitalSmarts is one of the world's most successful and fastest growing training institutes.

Our shared mission is: Helping people achieve greatness by delivering exceptional learning experiences, and turning proven behavioral science principles into learnable, repeatable skills.



CO-FOUNDER JOSEPH GRENNY

"If you don't speak it out, you will act it out."





TRULY MASTERING THE SKILLS

REPEAT THE TRAINING AS YOU WISH

We want to be sure you've learned to master the skills after you've attended Crucial Conversations. That's why you can repeat the training as often as you wish. The only fees are the venue costs of €150.

Later on, if you'd like to refresh your skills and knowledge, you are welcome to attend the training again.



BLENDED LEARNING

EFFECTIVE LEARNING AND IMPLEMENTATION

Our training courses are an interactive learning experience with two classroom days at the core, supplemented by numerous online assessments, videos, and useful resources. Our approach follows the 70-20-10 learning principle in which the focus lies on effective application of new skills.

VitalTalent uses learning techniques that research has proven to be most effective for training people-focused skills. This approach leads to accelerated, high-quality learning with skill building as the primary focus.



INVESTMENT

TRAINING COSTS: PUBLIC WORKSHOPS

Training fee	€ 875,-
Training materials	€ 225,-
Venue costs	€ 150,-

Total **€ 1.250,-**

Prices are exclusive VAT.



TOP 20 LEADERSHIP COMPANY

VITALSMARTS

The Crucial Conversations model has been developed by VitalSmarts, which is recognized as one of the world's 20 most influential training institutes in the field of leadership training. This Training Industry Award is the most prestigious award that a training institute can receive. VitalSmarts has been ranked in the top 20 for five consecutive years.

VitalTalent brings together training solutions from several renowned training institutes. We develop people with programs from organizations such as VitalSmarts, the Ken Blanchard Companies, and David Allen Company.

This allows us to offer the world's best leadership and teamwork training programs.



PUBLIC WORKSHOPS

Register for one of the Crucial Conversations public workshops. This is ideal for individuals who want to develop powerful communication skills. The public workshops are held several times each year at locations in The Netherlands, Belgium, and Germany.

Public workshops are available in English, German, and Dutch.

 www.vital-talent.com/events/cc

IN-HOUSE TRAINING

Is your team or organization ready for a culture of open dialogue? Our in-house training programs are tailored to the core values and culture of your organization. This is a proven method for training and developing a group to achieve higher levels of communication, teamwork, and performance.

 **+31 85 - 020 11 55**

MANAGEMENT DEVELOPMENT PROGRAM

Crucial Conversations can be used within organizations as part of a management development process and can be combined with our other concepts. Our programs can be used alongside existing modules and integrated into your own system. VitalTalent is also experienced in global deployment of our programs in numerous languages with local trainers.

 **+31 85 - 020 11 55**

CERTIFIED TRAINERS IN YOUR ORGANIZATION

LEARN FROM THE BEST TO TEACH THE REST

If an organization really wants to change its corporate culture and improve results, influencing employees from within the organization is necessary. Real, lasting change always comes from within. To embed new, effective behavior in the DNA of your organization, VitalTalent has an accessible train-the-trainer solution.

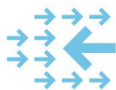
After attending one of our public or in-house workshops, you can start the certification process under the guidance of a Master Trainer. As an in-house trainer, you will be able to train colleagues on the skills and insights of Crucial Conversations within your own organization.

The in-house certified trainer is supported by a Master Trainer, the Trainer Guide, and the online Trainer Zone. The official trainer's certificate is awarded after the successful delivery of three trainings.



Empowered change from within the organization

In-house trainers play an important role in training and coaching people. They support the change that comes from within.



Achieve sustainable change

The culture of your organization can be positively influenced and permanently changed with the influence and guidance of internal trainers.

Would you like to know more about our Train-the-Trainer program? Contact us at +31 85 – 020 11 55. We'll be happy to answer all your questions.



GET TO MEET **VITALTALENT** !

DISCOVER OUR MISSION

The name “VitalTalent” refers to our philosophy of empowering people. The key is to see people’s talents, develop them, and let them add even more value to the organization. When people get the chance to develop their (hidden) talents, they open up, allowing their passions and knowledge to mingle. People become more effective and positive, and as a result, people, teams, and entire organizations become more vital. This leads to better results, more innovative ideas, and an organization prepared for the future.

Do you have questions about Crucial Conversations training? Would you like to discuss a tailored solution such as an in-house training or a management development program? Our L&D consultants would be happy to help and to answer all your questions. Feel free to contact us using the contact information below:



085 - 020 11 55



info@vitaltalent.nl



www.vital-talent.com





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WWW.VITAL-TALENT.COM