crucial
conversations®

crucial
accountability®

influencer

gtd®
GETTING THINGS DONE

VitalSmarts SUITE

INSPIRING CULTURE

VitalSmarts®

We get it—choosing corporate training is complicated. But, it doesn't have to be. At VitalSmarts, we make buying corporate training a breeze. Your employees need skills, and that's what we deliver.

This training catalog is designed to make it easy to learn more about the solutions and options we offer, what problems we solve, and how to get started.

VitalSmarts Training Courses

Open Dialogue

Universal
Accountability

Influential Leadership

Productivity
& Execution

Training Implementation Options

Public Workshops
and Onsite Training

In-house Trainer
Certification

Preview Training

Product Previews

Speeches

At-A-Glance: THE VITALSMARTS TRAINING SUITE

crucial conversations®	crucial accountability®	influencer	gtd® GETTING THINGS DONE
Open Dialogue	Universal Accountability	Influential Leadership	Productivity & Execution
Skills to engage in open dialogue and gain alignment and agreement on important matters.	**A step-by-step process and skills to enhance accountability and improve performance and execution.**	**A proven model for rapid and sustainable behavior change.**	**Skills to achieve strategic focus and project execution while conserving time and energy.**

crucial conversations	crucial accountability	influencer	gtd
1. **Performance**—Talk honestly and openly no matter how delicate the topic.	1. **Performance**—Hold others accountable and reduce violated expectations and missed deadlines while gaining commitment to action.	1. **Performance**—Identify and leverage a few essential behaviors that bring about the greatest results.	1. **Performance**—Use a common language and system across teams and organizations to improve productivity habits that lead to more predictable outcomes.
2. **Productivity**—Eliminate resistance and act with conviction when making decisions.	2. **Productivity**—Deal with violated expectations early, so they don't escalate into chronic problems.	2. **Productivity**—Influence the behavior of employees to ensure projects are on time, on budget, and on spec.	2. **Productivity**—Reduce mental overload and apply energy to the right tasks to create more productive moments.
3. **Teamwork**—Reach agreement on how to work together and treat other teammates.	3. **Teamwork**—Hold team members accountable to agreed upon processes, deadlines, and quality standards.	3. **Teamwork**—Increase your ability to harness the power of teamwork to get results.	3. **Teamwork**—Apply the GTD skills across teams to increase reliability, follow-through on commitments, and team trust.
4. **Quality**—Develop productive processes that are accurately implemented.	4. **Quality**—Gain alignment on quality standards and reduce mistakes.	4. **Quality**—Diagnose the real causes behind a problem and create real solutions.	4. **Decision Making**—Reach actionable decisions quickly without experiencing decision fatigue or mental drag.
5. **Relationships**—Work through differences with others and strengthen relationships.	5. **Change Management**—Replace resistance and fear with the motivation and ability to get on board.	5. **Influence**—Use Six Sources of Influence™ to make profound, positive change inevitable.	5. **Alignment**—Align the focus and attention of individuals, teams, and organizations to the most critical priorities.
6. **Safety**—Discuss violations and solutions without finger-pointing or resentment.	6. **Relationships**—Eliminate broken promises and violated expectations and prevent strained relationships.	6. **Leadership**—Rely less on formal authority and more on ways to effectively motivate and enable others.	6. **Innovation**—Free up mental capacity and time to refocus thinking on innovation and strategy.
7. **Diversity**—Willingly and ably discuss diversity problems face-to-face and in the moment.	7. **Safety**—Address safety violations and unmet expectations without alienating people or making the problem worse.	7. **Change Management**—Develop strategies that overcome problem behaviors and establish a positive and productive culture.	
8. **Meetings**—Speak up when things get off track as well as determine who does what by when and who will follow up.			

crucial conversations®

Tools for Talking
When Stakes are High

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 is Crucial Conversations® Training?

Crucial Conversations is a 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.

Participants learn how to:

- Speak persuasively, not abrasively.
- Foster teamwork and better decision making.
- Build acceptance rather than resistance.
- Resolve individual and group disagreements.

Who Needs 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 engagement scores, reduced quality, poor customer satisfaction, or other bottom-line concerns? Then you, your team, or your organization need 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:

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 Maine General Health were 167 percent more likely to speak up and resolve problems with colleagues.

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 shutdown 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.

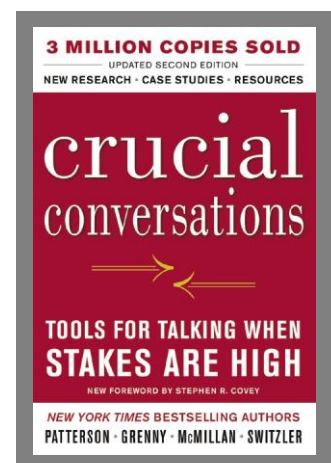**Crucial Conversations is available in the following delivery modalities:**

Live: In-person, instructor-led classroom training.

Live Online: Virtual, instructor-led training available in five spaced modules (2-hour sessions).

Online: On-demand training (approximately 10 hours of instruction).

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NEW RESEARCH · CASE STUDIES · RESOURCES

crucial conversations

TOOLS FOR TALKING WHEN STAKES ARE HIGH

NEW FOREWORD BY STEPHEN R. COVEY

NEW YORK TIMES BESTSELLING AUTHORS
PATTERSON · GRENNY · McMILLAN · SWITZLER

About the Book

With more than 3 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions of people communicate.

Tools to Improve
Accountability and Execution

What is a Culture of Weak 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 and resources and risk morale.

What is Crucial Accountability®?

Crucial Accountability is a course that teaches a straightforward, step-by-step process for identifying and resolving performance gaps, strengthening accountability, eliminating inconsistency, and reducing resentment.

Participants learn how to:

- Hold anyone accountable no matter the person's power or position.
- Master performance discussions while preserving the relationship.
- Motivate others without using power.
- Manage projects without taking over.
- Move to action by agreeing on a plan and following up.

Who Needs Training?

Crucial Accountability 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 the skills and methodology taught in this course.

Organizational Benefits of Crucial Accountability

Fortune 500 organizations around the world have turned to Crucial Accountability to improve results like quality, efficiency, satisfaction, and safety. Results include:

Teamwork & Relationship: 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 reduced 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.
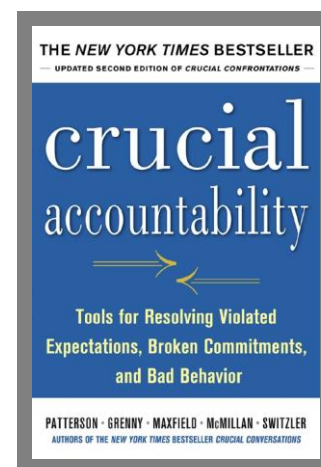
Crucial Accountability is available in the following delivery modalities:

Live: In-person, instructor-led classroom training.

Live Online: Virtual, instructor-led training available in five spaced modules (2-hour sessions).

About the Book

With more than 700,000 copies sold, *Crucial Accountability* is the *New York Times* business bestseller that's transformed organizations and changed the way people communicate.

A Proven Model for Rapid and Sustainable Behavior Change

What is Influencer Training®?

In spite of the fact that we're routinely trying to change behavior, few of us can articulate an effective strategy for securing results. It's time this changed. By drawing from the skills of many of the world's best change agents and combining them with five decades of social-science research, Influencer Training creates a powerful, award-winning model for behavior change.

Participants learn how to:

- Identify the high-leverage behaviors they should focus on.
- Diagnose the real causes behind behavior problems.
- Effectively motivate and enable others—regardless of authority.
- Create behavior-change strategies that yield rapid, lasting results.

Who Needs Training?

Whether you manage a small team or lead a large organization, Influencer Training provides the skills you need to change behavior—your own and others'. The course is also effective for those without formal authority, as well as emerging leaders.

Organizational Benefits of Influencer Training

Fortune 500 organizations around the world have turned to Influencer Training to improve bottom-line results like workplace safety, customer service, compliance, and profitability. Results include:

Safety. Newmont Mining experienced 73 percent fewer serious injuries.

Customer Service. The customer service rating at Michigan's Department of Human Services improved by 38 percent.

Compliance. Spectrum Health improved hand hygiene compliance from 60 to 90 percent in two months.

Revenue Growth. Gallery Furniture saw a $250,000 increase in monthly sales and a $1 million reduction in annual expenses.

Process Improvement. Xerox had 94 percent of its employees use their new Six Sigma process and more than 50 percent adopt it long-term.
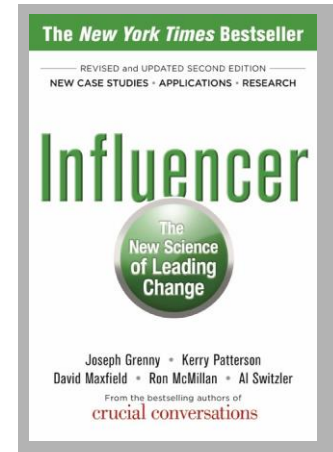
Influencer is available in the following delivery modalities:

Live: In-person, instructor-led classroom training.

Live Online: Virtual, instructor-led training available in five spaced modules (2-hour sessions).

About the Book

An immediate *New York Times* business bestseller, *Influencer, The New Science of Leading Change*, delivers a proven model for changing entrenched behaviors across small teams and entire organizations.

Empower your people to put their knowledge and expertise to work

What is Getting Things Done® (GTD) Training?

Getting Things Done® (GTD®) Training teaches skills to manage the constant flow of requests, tasks, and interruptions people face at all levels of the organization. By learning how to capture, clarify, and organize incoming requests, people are more likely to make strategic decisions about where to invest their time and energy, focus on the right priorities, and prevent critical projects from slipping. They are also less likely to experience stress and burnout.

Who Needs Training?

Nobody gets a degree in productivity. You hire people for their technical skills and experience. But few—if any—are well versed in workflow management. And when even just a couple of people fumble, their slip-ups significantly and negatively impact stress levels, innovation, execution, and engagement for the rest of the team. GTD teaches your skilled knowledge workers at every level and in any role how to better get work done so they can effectively put their valuable, technical skills and experience to use.

What Does GTD Training Teach?

Based on the *New York Times* bestseller of the same title, GTD Training teaches participants how to:

- Capture all incoming requests
- Process your inbox more effectively
- Take action on tasks rather than procrastinating
- Organize tasks and projects to maximize efficiency
- Do the right things in the right moments
- Align time and resources to be productive, not just busy

Benefits of Getting Things Done

Individuals and organizations have turned to Getting Things Done for more than a decade to improve time management, organization, and productivity habits to achieve more predictable outcomes. Results include: team innovation, project efficiency, individual effectiveness, and improved relationships.

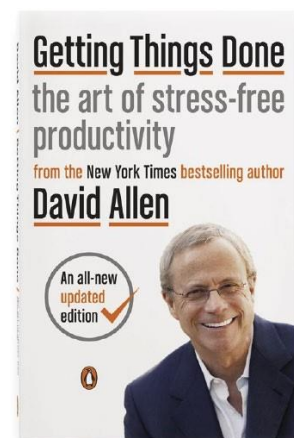**Getting Things Done is available in the following delivery modalities:**

Live: In-person, one-day instructor-led classroom training.

Live Online: Virtual, instructor-led training available in four spaced modules (2-hour sessions).

Online: On-demand training (approximately 5-7 hours of instruction and application).

About the Book

The *New York Times* bestseller, *Getting Things Done—the art of stress-free productivity*, brings together decades of research and a gold mine of strategies for getting a lot more accomplished with much less effort.

Training
Implementation Options

When it comes to training individuals, teams, and organizations, VitalSmarts is pleased to offer three easy training implementation paths: Public (open-enrollment) Training Workshops, Onsite Training facilitated by a VitalSmarts Master Trainer, or In-house Training facilitated by one of your employees.

These training implementation paths are available for each of our courses. Choose the best option for your organization.

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

Onsite Training: Bring in a VitalSmarts Master Trainer to train the **Live** or **Live Online** course to your employees. Crucial Conversations and Getting Things Done are also available **Online**—your employees can be trained anytime, anywhere.

Trainer Certification: Certify your employees to train their peers in the **Live** or the **Live Online** course (in partnership with the VitalSmarts production team).

> "Crucial Accountability taught management how to stop avoiding conflict and helped them recognize that holding others accountable is healthy."
>
> **Ardie Harrison,**
> *VP of Human Resources,*
> *Dallas Housing Authority*

Public Workshop

VitalSmarts offers open enrollment, full-length training workshops in cities throughout the United States and Canada. Facilitated by a VitalSmarts Master Trainer, these workshops are one of the most popular ways to the learn the skills taught in our award-winning training courses. We host several events each month, so you're sure to find a date and location to meet your needs. Visit vitalsmarts.com/events to learn more.

Onsite Training

VitalSmarts is proud to offer a lineup of experienced, world-class trainers, facilitators, and speakers. We are happy to send one of our Master Trainers to your location to teach any of our award-winning training courses.

Visit **vitalsmarts.com** to read more about our Master Trainer pool, or contact your sales representative to book a training date.

Trainer Certification

We offer Train-the-Trainer (T3) certification in each of our training courses. Certification is the easiest and most cost-effective way to implement one of our programs. The T3 process allows organizations to optimize and customize training to meet their specific needs—whether you're training an intact team or your entire organization.

Getting Certified is Easy

Join the ranks of more than 8,000 client trainers worldwide and start discovering how the skills taught in our training courses help participants improve their lives—and enable your organization to achieve measurable and sustainable results.

Simply,

1. Attend a **Public Workshop** (Live and Live Online options available)
2. Attend a **Public Train-the-Trainer (T3) Certification Course** (Live and Live Online options available)

Unlock Results

When you become a VitalSmarts certified trainer, you gain deeper understanding of the content, access to a host of trainer resources, and the ability to train individuals, teams, or your entire organization. Learn more about the helpful resources available to contacting your sales representative to get started.

Trainers will receive the following helpful trainer materials:

- Trainer Guide
- VitalSmarts Instructional Platform with respective course presentations
- Trainer bag
- Access to the Trainer Zone: an online hub of tools, videos, and resources designed to help our trainers succeed

"By far the best training experience I have ever had."

Brian Bohannon,
United Natural Foods

Product Previews

Blindly selecting training is intimidating. That's why VitalSmarts is committed to providing unique training preview events to help make the buying decision easy (and not so scary). There are two ways to preview VitalSmarts content before training: Product Previews and Speeches.

Product Previews

We offer training preview events, or Product Previews, in cities throughout the United States and Canada. These events are designed for organizational decision makers who are evaluating our training courses for their organization. Led by a VitalSmarts Master Trainer, Product Preview attendees are presented with two or three skills from the actual training and learn best practices for implementing the training within the organization.

Learn more or view the full schedule at vitalsmarts.com/events.

"The value this training can bring to any organization is much greater than the cost or time investment."

Kathryn McKelvey,
Northwest State Community College

Speeches

One of the best ways to introduce our training to your organization is through a speech. We offer 60- to 90-minute speeches on many relevant topics, or ask us to tailor a speech for the specific needs of your organization. Our speakers represent some of the most respected social scientists, change leaders, and organizational effectiveness experts in the industry. Boasting decades of personal research and real-world experience, each speaker brings a unique perspective and personality to his or her presentation. Many of our most notable clients started using our training because of a speech.

Request more information about speeches by contacting the VitalSmarts Speaker Team at **www.inspiringculture.org** +41 21 320 60 63.

" Giving our new leaders the skills to effectively and comfortably handle crucial conversations has a tremendous positive impact on their ability to create relationships of trust."

Mitch Anderson,
HomeAdvisor

OUR CLIENTS:

BOEING   CISCO.   Johnson&Johnson   ConocoPhillips   facebook   CERNER   LOCKHEED MARTIN

About VitalSmarts. Named a Top 20 Leadership Training Company, VitalSmarts combines three decades of original research with 50 years of the best social science thinking to help leaders and organizations change human behavior and achieve new levels of performance. VitalSmarts has identified four high-leverage skill sets that, when used in combination, create healthy corporate cultures. These skills are taught in the award-winning training programs and *New York Times* bestselling books of the same titles: *Crucial Conversations*, *Crucial Accountability*, *Influencer,* and *Getting Things Done*. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained 2 million people worldwide.

About Inspiring Culture: We, at Inspiring Culture, enable people and organizations to adopt the most effective behaviors and make sustainable and positive differences in their environment. Inspiring Culture Sàrl is the authorized representative of VitalSmarts L.C.

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Contact us to learn more: www.inspiringculture.org +41 21 320 60 63