




Manage Execution, Create Accountability, and Improve Results!



*How well does your organisation, team, or family step up to or handle tough issues?
Visit www.vitalSMARTS.com to take the FREE self-scoring Where Do You Stand™ personal assessment today!*

Is avoiding face-to-face accountability keeping you from getting the results you need? Whatever the issue—from poor performance or unrealistic expectations to lack of teamwork or strained relationships—it is likely that you're experiencing the effects of a crucial confrontation that's either avoided or managed poorly.

"Why did we have to wait until this moment for Crucial Confrontations? Crucial Confrontations is the essential element of the organisational DNA."

— Tom Peters, Author, *Re-Imagine! Business Excellence in a Disruptive Age*

"Unleash the true potential of a relationship or organisation and move it to the next level."

— Ken Blanchard
co-author of *The One Minute Manager*

What Is a Crucial Confrontation?

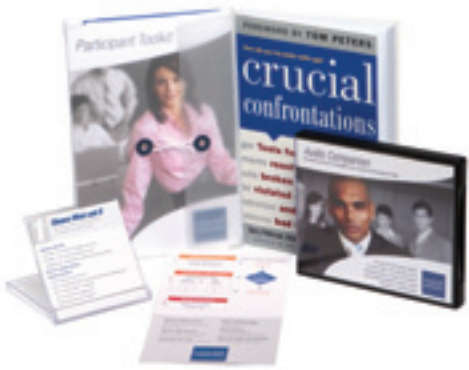
Crucial confrontations are about in-the-moment face-to-face accountability. Crucial confrontations comprise the very foundations of accountability, and when they are handled poorly, they result in failed promises, missed expectations, lack of accountability, and bad behaviour. Put Crucial Confrontations Training to work and make rapid and substantial improvements in individual, team, and organisational results.

Crucial Confrontations Training

Crucial Confrontations training teaches a straightforward step-by-step process for identifying and resolving performance gaps, strengthening accountability, eliminating inconsistency and reducing resentment.

Trainer Certification

Use our trainer certification programme and Trainer Suite to enable your trainers to offer the highest quality in-house training programme available today. We also advocate leader-led training and certify line managers as the most effective approach for helping employees acquire and retain new skills.



About VitalSmarts

VitalSmarts is an innovator in corporate training and organisational performance. The company is home to the award-winning *Crucial Conversations®* training and New York Times bestselling books, *Crucial Conversations: Tools for Talking When Stakes are High*, and *Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behaviour*.

About GRA

Grahame Robb Associates are the exclusive UK licensee for VitalSmarts and are a market leader in the design and delivery of innovative, personalised staff development programmes.



Tools for Ensuring Accountability and Execution

Discover how Crucial Confrontations Training will create change for good throughout your organisation, enabling you to:

- Hold anyone accountable—no matter the person's power, position, or temperament.
- Master performance discussions—get positive results and maintain good relations along the way. Stay focused on the real issues and avoid getting distracted.
- Motivate without using power—clearly and concisely explain specific, natural consequences and permanently resolve problems.
- Enable without taking over—creatively help others avoid excuses, stay on track, and resolve performance barriers. Learn to avoid barriers to performance.
- Move to action—agree on a plan, follow up and engage in good reporting practices, and manage new expectations.

Who Needs this Training?

Does your organisation suffer from weak accountability, uncertainty, inconsistency, lack of motivation, resentment, poor performance, or poor delivery? Do you experience breakdowns, workarounds, unrealistic expectations, competing priorities, recurring patterns of silence or violence, failing ground rules, constant change, or lack of focus? Crucial Confrontations Training can make a difference.

What Does The Training Teach?

Crucial Confrontations Training directly addresses gaps between expectations and performance with a model that ensures individual, team, and organisational effectiveness. Learn to hold people accountable, master face-to-face performance discussions, motivate without using power, enable without taking over, and move to action. Crucial Confrontations Training will keep you unstuck and enhance relationships. It will improve the quality of your life and of your organisation.

Who Have We Influenced?

More than two million people and 300 of the Fortune 500 and FTSE100 companies, and numerous government organisations, have used the skills to step up to recurring problems—and handle them well.

What's the Next Step?

If your team or organisation struggles with weak accountability, uncertainty, inconsistency, resentment, poor performance, or flawed execution, Crucial Confrontations training is for you. Call **+44 (0) 1962 779911** or visit us at www.gra.uk.com.