



TRAINING

Tools for Talking when stakes are high



*How well does your organisation, team, or family step up to or handle crucial conversations?
Visit 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 organisations to get less-than-desirable results. Put our award-winning Crucial Conversations training approach to work for you, your team, and your organisation, and everything gets better.

Crucial Conversations Training

Our training teaches you how to achieve spirited dialogue at all levels in your organisation; 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.

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 as the most effective approach for acquiring and retaining 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 Talking When Stakes are High

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

- Resolve disagreements—accurately address concerns by talking respectfully, candidly and skillfully with someone in a safe way.
- Build acceptance rather than resistance—give and receive feedback in a way that enhances relationships and improves results.
- Speak persuasively, not abrasively—effectively talk about high-stake, emotional and controversial topics.
- Foster teamwork—get the right people involved in a way that ensures better decision-making and guarantees commitment and conviction.

Who Needs Crucial Conversations Training?

Does your organisation suffer from taboo topics, disrespectful behaviour, disagreement, analysis paralysis, information hoarding, office politics, or alienation? Do you work with others who are hard to get along with, drag their feet, avoid tough issues, advocate their position excessively, respond poorly to pressure, easily become emotional, or run away when disagreements arise? Then you, your team, or your organisation needs Crucial Conversations Training.

What is Taught in the Training?

Learn how to create conditions where people speak with complete candor (no matter the topic) and with complete respect (no matter the person). Gain skills that enables spirited dialogue and reduces disrespectful behaviour and defiance. Begin stepping up to tough issues and sharing opinions, feelings, and information safely and freely. Learn how to promote the best ideas, save time with fewer meetings, have less disagreement, and build more alignment with better decisions.

Who Have We Influenced?

More than two million people and 300 of the Fortune 500 and FTSE100 companies, and numerous government organisations, have used Crucial Conversations skills to enable everyone to step up to controversial and heated issues—and handle them well.

What's The Next Step?

If your team or organisation struggles to deal effectively with difficult subjects, undercommunicates, or fails to act with unity and conviction, Crucial Conversations Training is for you. Call +44 (0) 1962 779911 or visit us at www.gra.uk.com.