



# Crucial Conversations<sup>®</sup>

FOR MASTERING DIALOGUE

THE STANDARD IN EFFECTIVE COMMUNICATION





# DIALOGUE IS THE DIFFERENCE

*“The health of any relationship, team, or organization can be measured by the lag between identifying and discussing problems.”*

Joseph Grenny  
co-author of *Crucial Conversations*

Whenever you’re not getting the results you want, it’s likely an important conversation either hasn’t happened or hasn’t been handled well. In fact, both individual and organizational success are largely determined by how quickly, directly, and effectively we speak up when it matters most. At the heart of healthy and high-performance organizations are people willing and able to hold Crucial Conversations.

---

## 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. When conversations turn crucial, people tend to follow one of two ineffective paths: they either speak directly and abrasively to get the results they want but harm relationships, or they remain silent with the hope of preserving relationships only to sacrifice results.

## THERE IS A BETTER WAY

Crucial Conversations® for Mastering Dialogue gives people the skills to step into disagreement—rather than over or around it—and turn disagreement into dialogue for improved relationships and results.





# The Crucial Skills

**Crucial Conversations® for Mastering Dialogue teaches nine powerful skill sets** grounded in decades of social science research. Whether experienced on-demand, virtually, or in-person, the course helps learners develop these vital skills through instruction, application, practice, group discussion, and self reflection—not just theory—for lasting improvement.

Crucial Conversations for Mastering Dialogue Add-on takes a deep dive into the skills for turning disagreement into dialogue. It is a learning option for graduates of Crucial Conversations for Accountability. The Add-on course teaches skills 6 through 9.

---

*“Crucial Conversations for Mastering Dialogue is one of the most powerful and useful tools I have ever used.”*

Mike Miller  
Director of Business Billing, AT&T

01

## GET UNSTUCK

- Identify problems contributing to poor results and broken relationships.

02

## MASTER MY STORIES

- Keep composure when feeling angry, defensive, or intimidated.
- Identify victim, villain, and helpless stories you might be telling yourself to justify behavior.

03

## START WITH HEART

- Consider others’ perspectives and assume they have good reasons before speaking up.

04

## STATE MY PATH

- Speak honestly and respectfully.

05

## MAKE IT SAFE

- Recognize when you’re at cross-purpose and take steps to rebuild safety and return to dialogue.
- Find and cultivate mutual purpose with those who hold opposing viewpoints.

06

## LEARN TO LOOK

- Spot the warning signs that indicate safety and dialogue are at risk.

07

## SEEK MUTUAL PURPOSE

- Seek a purpose that both parties are committed to.
- Find common ground.

08

## EXPLORE OTHERS’ PATHS

- Bring people back into dialogue when they clam up or blow up.

09

## MOVE TO ACTION

- Turn each Crucial Conversation into a course of action that leads to results.



# DIALOGUE PAYS DIVIDENDS

Crucial Conversations for Mastering Dialogue skills lead to results, including:

## EQUITY & INCLUSION

The central benefit of effective dialogue is psychological safety. When people feel psychologically safe to speak up, they are more likely to add meaning to and take responsibility for their workplace cultures.

## ENGAGEMENT & TEAMWORK

When employees have evidence that their voice matters, that they can speak up and be heard, they know their role is vital and their contribution critical. Cultures of dialogue foster employee engagement. You won't find one without the other.

## IDEATION & INNOVATION

With skills to dialogue effectively about difficult topics, people are more likely to share novel ideas and challenge the status quo. Innovation thrives where candid and respectful dialogue exists.

## DECISION-MAKING

When people are able to quickly surface critical information, decision-making is not only more efficient, it's also more likely to be fueled by facts rather than ego and politics.

## AGILITY & ADAPTABILITY

Organizations that weather chaos and crisis do so through effective communication. Staying agile in changing circumstances and environments requires people who can dialogue with care in the face of stress and uncertainty.

## QUALITY & SAFETY

Mistakes don't happen in secret; they happen in silence. Too often employees observe risks to quality and safety but choose to say nothing. Imagine the impact of a workforce that speaks up the moment they observe an error. Mistakes are flagged and fixed, and quality and safety are preserved.

## EFFICIENCY

Almost nothing saps time and money as much as silence. Our research suggests that every crucial conversation that doesn't happen costs the organization an average of \$7,500 and more than seven workdays.





# Learning Formats and Participant Materials

**Crucial Conversations for Mastering Dialogue and Crucial Conversations for Mastering Dialogue Add-on are available in several formats** to meet the unique needs of your team or organization. Each format is optimized for the learning experience and skill transference.



## ON-DEMAND

*Full Course:  
6-8 hours of instructional time  
and 60 days of access*

*Add-on Course:  
3-4 hours of instructional time  
and 60 days of access*

### MATERIALS

- Access to the Crucial Conversations for Mastering Dialogue on-demand platform
- Digital Learner Guide
- Digital Model Card
- Digital copy of the bestseller *Crucial Conversations*
- Digital course completion certificate
- Six-week ongoing learning experience



## VIRTUAL

*Full Course:  
Five 2.5-hour virtual  
instructor-led sessions*

*Add-on Course:  
Three 2-hour virtual  
instructor-led session*

### MATERIALS

- Digital Learner Guide
- Digital Model Card
- Digital copy of the bestseller *Crucial Conversations*
- Digital course completion certificate
- Six-week ongoing learning experience



## IN-PERSON

*Full Course:  
Two-day (12.5 hours) or one-day  
(7.25 hours) classroom learning*

*Add-on Course:  
One-day (7.25 hours)  
classroom learning*

### MATERIALS

- Learner Guide
- Cue cards for each lesson
- Model Card
- Copy of the bestseller *Crucial Conversations*
- Course completion certificate
- Six-week ongoing learning experience



# 3 Delivery Options

**We also offer three ways to learn:** attend a public course, bring in a Crucial Learning trainer, or have an internal leader get certified to teach employees.

## 01 PUBLIC COURSE

Your employees attend an on-demand, virtual, or in-person public course.

*Visit [CrucialLearning.com/learn](https://www.cruciallearning.com/learn) to find a public course near you.*

---

## 02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the in-person or virtual course or roll out on-demand learning across your organization.

---

## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the in-person or virtual course to employees. Certification courses are offered both in-person and virtually.

*“I have been delivering Crucial Conversations for Mastering Dialogue with a Crucial Learning producer and virtual materials and found this to be a terrific experience for myself and my learners. It is worth the investment!”*

Celia Harmon





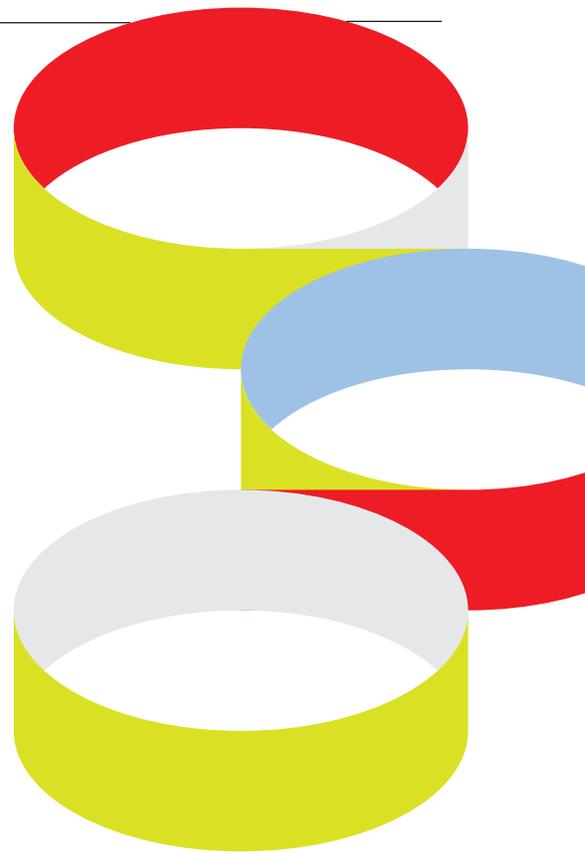
# TRUSTED BY





# THE PROOF IS IN THE PERCENTAGES

Organizations around the world—from large to small, from Fortune 500 to tech startups, from government agencies to school districts—have turned to Crucial Conversations for Mastering Dialogue to improve quality, efficiency, engagement, safety, and more.



## PRODUCTIVITY

**Sprint** reported a **93%** improvement in productivity metrics being met.

## SAFETY

**Pride International** reduced safety incidents by **55%** in one year.

## TEAMWORK

Employees at **MaineGeneral Health** were **167%** more likely to speak up and resolve problems with colleagues after being trained in Crucial Conversations.

## COST

**AT&T** reduced billing costs by 30 percent and **Sprint** reduced customer care expenses by **\$20 million annually**.

## ENGAGEMENT

**Rocky Mountain Equipment** reduced turnover from **30 to 16%**.

## SATISFACTION

**San Antonio School District** saw a **50%** drop in grievances that previously clogged the administrative system.



# Don't Take Our Word For It



We regularly receive inspiring stories of personal redemption, salvaged relationships, and career success, and clients offer evidence of transformed cultures and bottom-line results. Crucial Conversations for Mastering Dialogue has reached some impressive milestones and earned notable accolades:

- More than one million people trained worldwide
- Sold more than 5 million copies of the corresponding *New York Times* bestseller
- Named Training Product of the Year by Human Resource Executive
- Named a Top 20 Leadership Training course by Training Industry

## THE CRUCIAL LEARNING TOUCH

We offer a best-in-class learning experience, stellar customer support, and tangible results. Discover what sets us apart from the rest.

### **AWARD-WINNING INSTRUCTIONAL DESIGN**

From our innovative learning platform to our award-winning original video content, our courses are some of the highest-rated in the industry.

### **RESULTS**

We've helped more than 300 of the Fortune 500 realize significant results using our proven methods.

### **RESEARCH-BACKED SKILLS**

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

### **CUSTOMER SATISFACTION**

More than 93% of our customers say they are likely to very likely to recommend Crucial Learning.



# THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, Crucial Conversations for Mastering Dialogue belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## COMMUNICATION DIALOGUE



Crucial Conversations.  
FOR MASTERING DIALOGUE

## ACCOUNTABILITY



Crucial Conversations.  
FOR ACCOUNTABILITY

## PERFORMANCE HABITS



The Power of Habit™

## PRODUCTIVITY

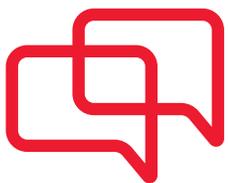


Getting Things Done.

## LEADERSHIP CHANGE



Influencer



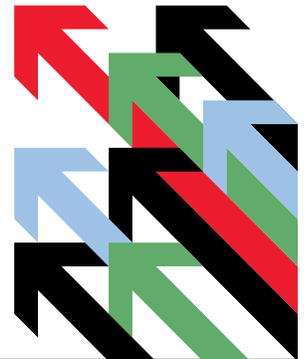
# Crucial Conversations<sup>®</sup>

## FOR MASTERING DIALOGUE

### TAKE THE NEXT STEP

Bring Crucial Conversations for Mastering Dialogue to your organization and **discover why dialogue is the difference.**

Call 1.800.449.5989 or visit us at [CrucialLearning.com](http://CrucialLearning.com).



#### ABOUT CRUCIAL LEARNING

*Formerly VitalSmarts, Crucial Learning improves the world by helping people improve themselves. We offer courses in the areas of communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, called crucial skills. Our award-winning courses and accompanying bestselling books include Crucial Conversations<sup>®</sup>, Crucial Accountability<sup>®</sup>, Influencer, The Power of Habit<sup>™</sup>, and Getting Things Done<sup>®</sup>. [CrucialLearning.com](http://CrucialLearning.com)*





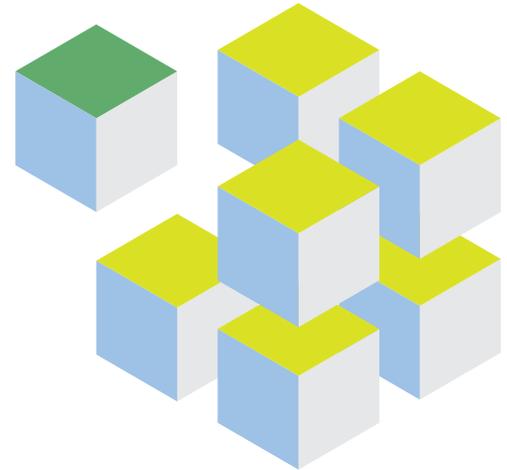
# Influencer

THE NEW SCIENCE OF LEADERSHIP





# LEADERSHIP IS INFLUENCE



**When facing persistent, resistant challenges,** leaders often surrender to poor results or invest in change efforts that waste time and resources. And yet it's possible to influence behavior with surprisingly predictable success.

For the past thirty years, we've studied leaders with a proven ability to influence rapid, profound and sustainable change. And here's what we know: human behavior is grounded in six sources of influence. Effective leaders know how to leverage and apply these sources to influence real results.



## INFLUENCE IN ACTION

Influencer goes beyond corporate perks and charismatic personalities to teach a method for changing ingrained human behavior.

Leaders learn how to achieve better results by changing human habits that are extraordinarily difficult to alter—especially those that mire down teams and organizations. Drawing on the skills of the world's best change agents and five decades of social-science research, Influencer teaches why people do what they do and how to help them act differently.



# The Influencer Model

Named The Change Management Model of the Year by *MIT Sloan Management Review*, Influencer gives organizational leaders—senior, emerging, and even those without formal authority—a powerful and portable model for achieving rapid, measurable, and sustainable behavior change.

*“The most important capacity you possess is your ability to influence behavior, that of yourself or others.”*

—Joseph Grenny  
co-author of *Influencer*



## 01

### FIND VITAL BEHAVIORS

- Identify crucial moments—the moments where behaviors can make or break results.
- Select a small number of high-leverage behaviors that will produce the greatest impact.
- Study and use examples of positive deviance, where some succeed when most fail.

## 02

### DIAGNOSE WHY CHANGE SEEMS IMPOSSIBLE

- Identify the web of causes behind problem behaviors.
- Use the Six Sources of Influence to determine which causes contribute most to the problems.

## 03

### APPLY THE SIX SOURCES OF INFLUENCE

- Use the Six Sources of Influence to develop and apply a strategy for cultural transformation.
  1. Help people overcome their reluctance and resistance to change.
  2. Identify and master the necessary skills for success.
  3. Enlist support from formal leaders and opinion leaders.
  4. Leverage teamwork.
  5. Reward early successes.
  6. Create a supportive physical environment.



# INFLUENCE RESULTS

Organizations around the world have turned to Influencer to improve process, profitability, safety, service, and more.

## CUSTOMER SERVICE

**Michigan's Department of Human Services** customer service rating improved by 38%.

## COMPLIANCE

**Spectrum Health** improved hand hygiene compliance from 60% to 90% in two months.

## QUALITY

**Menlo Innovations** reduced the number of man-hours dedicated to emergencies by 30%.

## SAFETY

**Newmont Mining** experienced 73% fewer serious injuries. And **Gold Fields** saw a 60% reduction in total recordable injury frequency rate (TRIFR) in some sites and 33% decrease in regional TRIFR, equating to 25 people being saved from serious injury.

## PATIENT SATISFACTION

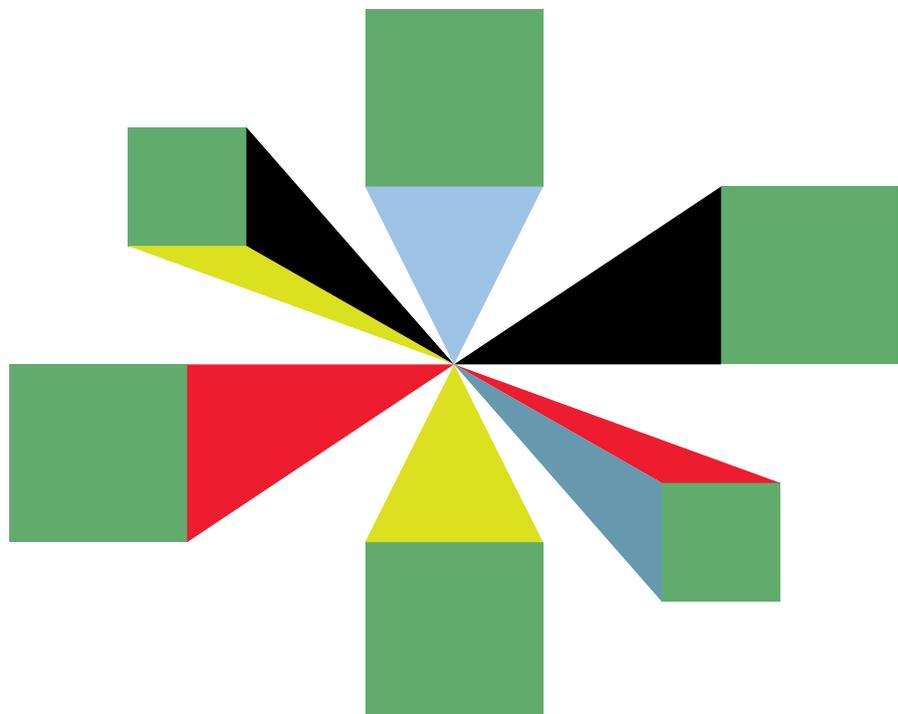
At **Children's Minnesota**, patient satisfaction scores jumped by 10 and 12 percentage points the first two years following training. Patient wait times also decreased in that same period.

## SALES PROCESS IMPROVEMENT

**Gallery Furniture** increased sales by \$250,000 per month. The company also saw a \$1 million reduction in annual expenses.

## PROCESS IMPROVEMENT

**Xerox** had 93% of its employees use their new Six Sigma process and more than 50% adopt it long-term.





# Learning Formats and Participant Materials

Influencer is available in two formats to meet the unique needs of your team or organization. Each format is optimized for skill transference and an engaging learning experience.



## VIRTUAL

*Virtual instructor-led learning delivered in six sessions (three two-hour sessions and three 90-minute sessions).*

### MATERIALS

- Influencer digital learner guide
- Influencer model card
- eBook of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer audio companion
- Certificate of completion



## IN-PERSON

*Instructor-led, in-person learning delivered as a one- or two-day course (six or twelve hours).*

### MATERIALS

- Influencer learner guide
- Influencer model card
- Copy of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer audio companion
- Certificate of completion



# 3 Delivery Options

We offer three ways to deliver learning: attend a public course, bring in a Crucial Learning trainer, or have an internal leader get certified to teach employees.

## 01 PUBLIC COURSE

Your employees attend a virtual or in-person public course.  
*Visit [CrucialLearning.com/learn](https://www.cruciallearning.com/learn) to find a workshop near you.*

---

## 02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the virtual or in-person course across your organization.

---

## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the virtual or in-person course to employees.

*“Crucial Learning virtual learning has gone so well. We have loved delivering the course at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged”*

**Jennifer Dootson**  
d-Wise





# WHAT PEOPLE ARE SAYING

*“The Influencer model provides that framework for securing organization-wide change. Not only do we use it, we also teach it to others, and that’s because our business results and the culture of our organization prove it works. We trained our entire staff and certified eighteen people in Influencer so that we could share these same principles with our customers.”*

**Rich Sheridan**

CEO and Co-Founder of Menlo Innovations

*“Several years ago, we started training Influencer in conjunction with a large culture change effort. This was a success and I have since trained teams to use Influencer as part of large projects that require behavior change.”*

**Joe Hardell**

Business Project Manager, Abbott Laboratories

*“We use Influencer as a leadership development workshop and the language has permeated the organization. It is a practical application to influence or change behaviors and get mindshare on change initiatives.”*

**Jaimee Lee**

Global Organization Development Director,  
Emerson Automation Solutions





# TRUSTED BY





# The Crucial Learning Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results.

Discover what sets us apart from the rest.



## **AWARD-WINNING INSTRUCTIONAL DESIGN**

From our innovative learning platform to our award-winning original video content, our courses are some of the highest-rated in the industry.

## **RESULTS**

We've helped more than 300 of the Fortune 500 realize significant results using our proven methods.

## **RESEARCH-BACKED SKILLS**

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

## **CUSTOMER SATISFACTION**

More than 93% of our customers say they are likely to very likely to recommend Crucial Learning.



# THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, Influencer belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## COMMUNICATION DIALOGUE



Crucial Conversations.  
FOR MASTERING DIALOGUE

## ACCOUNTABILITY



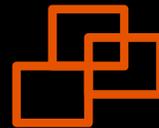
Crucial Conversations.  
FOR ACCOUNTABILITY

## PERFORMANCE HABITS



The Power of Habit™

## PRODUCTIVITY



Getting Things Done.

## LEADERSHIP CHANGE



Influencer

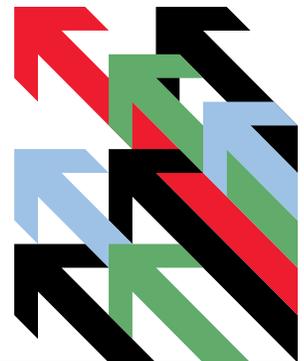


# Influencer

## TAKE THE NEXT STEP

Bring Influencer to your organization and give your leaders greater ability to change behavior and secure results.

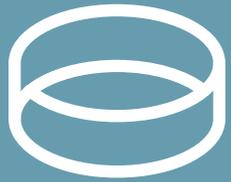
Call 1.800.449.5989 or visit us at [CrucialLearning.com](http://CrucialLearning.com).



### ABOUT CRUCIAL LEARNING

*Formerly VitalSmarts, Crucial Learning improves the world by helping people improve themselves. We offer courses in the areas of communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, called crucial skills. Our award-winning courses and accompanying bestselling books include Crucial Conversations®, Crucial Accountability®, Influencer, The Power of Habit™, and Getting Things Done®. [CrucialLearning.com](http://CrucialLearning.com)*





# The Power of Habit™

THE GREATEST PREDICTOR OF HIGH PERFORMANCE





# SUCCESS FOLLOWS SELF-MASTERY

**Habits are unparalleled predictors of long-term outcomes.** They affect performance more than talent, intelligence, luck, or decision-making. Most know this, yet we struggle to take control of our habits to get the outcomes we want. If knowing is half the battle, the other half is doing. Success is predicated on self-mastery; high performance is a matter of habit.



*“There are no organizations or individuals without habits. There are only those who deliberately design them and those who do not.”*

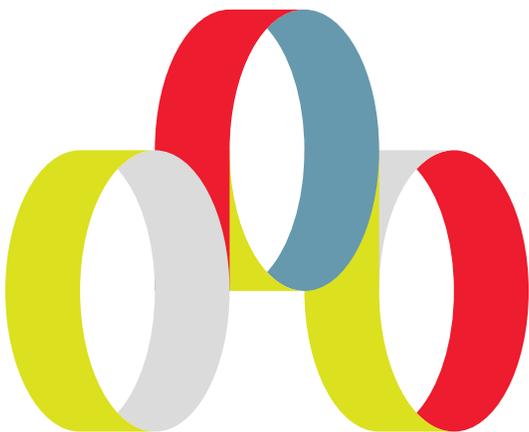
**Charles Duhigg**  
author of *The Power of Habit*



# Tools for Total Performance

Based on the bestseller by Charles Duhigg and the latest science in habit formation, *The Power of Habit* teaches how habits work and how to develop effective habits using skill instead of willpower. The course teaches a skillset for mastering any habit. You might call this skillset the habit of all habits. The one to rule them all.

Whether participants take the course on-demand, virtually, or in-person, they learn the skills through instruction, reflection, practice, and coaching. The result: greater performance and continuous improvement.



01

## SPOT THE LAG

- Identify where you're frustrated, stuck, or otherwise not getting the results you want or need.

02

## SPOT THE LOOP

- Learn the Habit Loop—cue, routine, reward.
- Identify the habits holding you back, including the hidden cues and rewards.
- Identify the habit(s) you need to develop to get the future results you want.

03

## SHRINK THE ROUTINE

- Simplify the routine so it's easier to do.

04

## CUE THE ROUTINE

- Create a prompt or trigger to set your routine into motion.

05

## REDUCE THE NOISE

- Get rid of or avoid the cues that trigger bad routines.

06

## WRITE A REWARD STORY

- Identify the psychological drives behind your habits—both good and bad.
- Clarify your “why.” Connect the dots between the outcomes you want and your psychological drives and needs.

07

## TURN BAD DAYS INTO GOOD DATA

- Become both the scientist and the subject to learn from setbacks.

08

## REPEAT. REPEAT. REPEAT.

- Use visualization to increase your reps.



# Learning Formats and Participant Materials

The Power of Habit is available in three formats to meet the unique needs of your team or organization. Each format is optimized for skill transference and an engaging learning experience.



## ON-DEMAND

*On-demand learning offers 4–6 hours of instructional time and 60 days of access.*

### MATERIALS

- The Power of Habit digital learner guide
- The Power of Habit model card
- eBook of the *New York Times* bestseller, *The Power of Habit*
- Certificate of completion
- Access to [YourHabitHome.com](http://YourHabitHome.com)



## VIRTUAL

*Virtual, instructor-led learning is delivered in three two-hour sessions.*

### MATERIALS

- The Power of Habit digital learner guide
- The Power of Habit model card
- eBook of the *New York Times* bestseller, *The Power of Habit*
- Certificate of completion
- Access to [YourHabitHome.com](http://YourHabitHome.com)



## IN-PERSON

*Instructor-led, in-person learning is delivered as a one-day (six hour) classroom course.*

### MATERIALS

- The Power of Habit learner guide
- The Power of Habit model card
- Copy of the *New York Times* bestseller, *The Power of Habit*
- Certificate of completion
- Access to [YourHabitHome.com](http://YourHabitHome.com)



# 3 Delivery Options

We also offer three ways to learn: attend a public course, bring in a Crucial Learning trainer, or have an internal leader get certified to teach employees.

## 01 PUBLIC COURSE

Your employees attend an on-demand, virtual, or in-person public course.

Visit [CrucialLearning.com/learn](https://www.CrucialLearning.com/learn) to find a public course near you.

## 02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the in-person or virtual course across your organization.

## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the in-person or virtual course to employees. Trainer certification courses are offered both in-person and virtually.

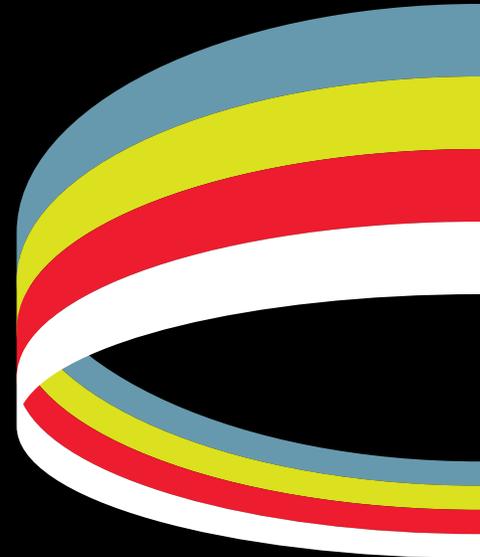


*“Crucial Learning’s virtual course has gone so well. We have loved delivering the course at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged through a four-hour learning session.”*

**Jennifer Dootson**  
d-Wise



# TRUSTED BY





# THE POWER OF HABIT EQUALS HIGH RETURNS

The Power of Habit skills help organizations meet challenges related to efficiency, agility, compliance, safety, development, and more.

## AGILITY & ADAPTABILITY

Employees can better adapt to changing circumstances with skills to control their habits. The case study of Travis Leach, who made a dramatic change after learning a few skills at Starbucks, demonstrates how simple shifts in habits can drastically alter workplace performance and life outcomes.<sup>1</sup>

## EFFICIENCY

Habits are automatic routines that occur with very little thought or effort. Leaders and employees can leverage course skills to automate behaviors for increased efficiency. For example, workers at the Alcoa Corporation automated a behavioral safety routine that dramatically improved efficiency, productivity, and revenue.<sup>2</sup>

## ENGAGEMENT

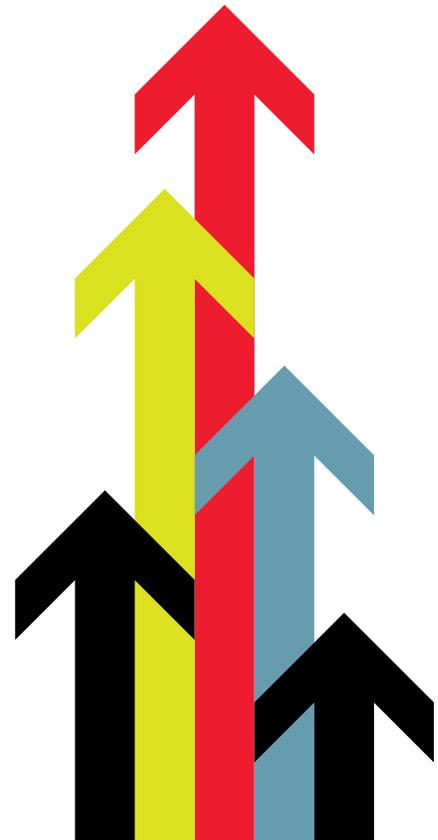
The skills for habit control are empowering by their very nature. As people increase their ability to build good habits, they become more engaged in work and life and take greater responsibility for outcomes.

## QUALITY & SAFETY

Organizations don't instill workplace behaviors simply because leaders order it. Only by implementing measures and training that foster habit formation can they successfully help employees meet quality, safety, regulatory, or cultural standards.<sup>3</sup>

## SKILL DEVELOPMENT

A recent survey reveals that newly promoted leaders take more than six months on average to develop the skills they need to succeed in the new role. Conversely, when employees know how to leverage the power of habit, they can more quickly adopt new skills and turn them into habits.



<sup>1</sup>Charles Duhigg, "Starbucks and the Habit of Success," in *The Power of Habit: Why We Do What We Do in Life and Business* (New York, NY: Random House, 2014), pp. 128–153.

<sup>2</sup>Ibid., pp. 97–126.

<sup>3</sup>Ibid., pp. 154–181.



# WHAT PEOPLE ARE SAYING

Learners agree that The Power of Habit addresses challenges related to leadership, skill development, responsibility, and performance.

*“The course equips people with the framework and skills to make other learning and training actionable.”*

—Training participant

*“The course builds awareness around personal business habits that could change interaction at home and work.”*

—HEB employee

*“The course offers a way to find sustainable and actionable ways to change the behaviors you want to change.”*

—Princeton employee

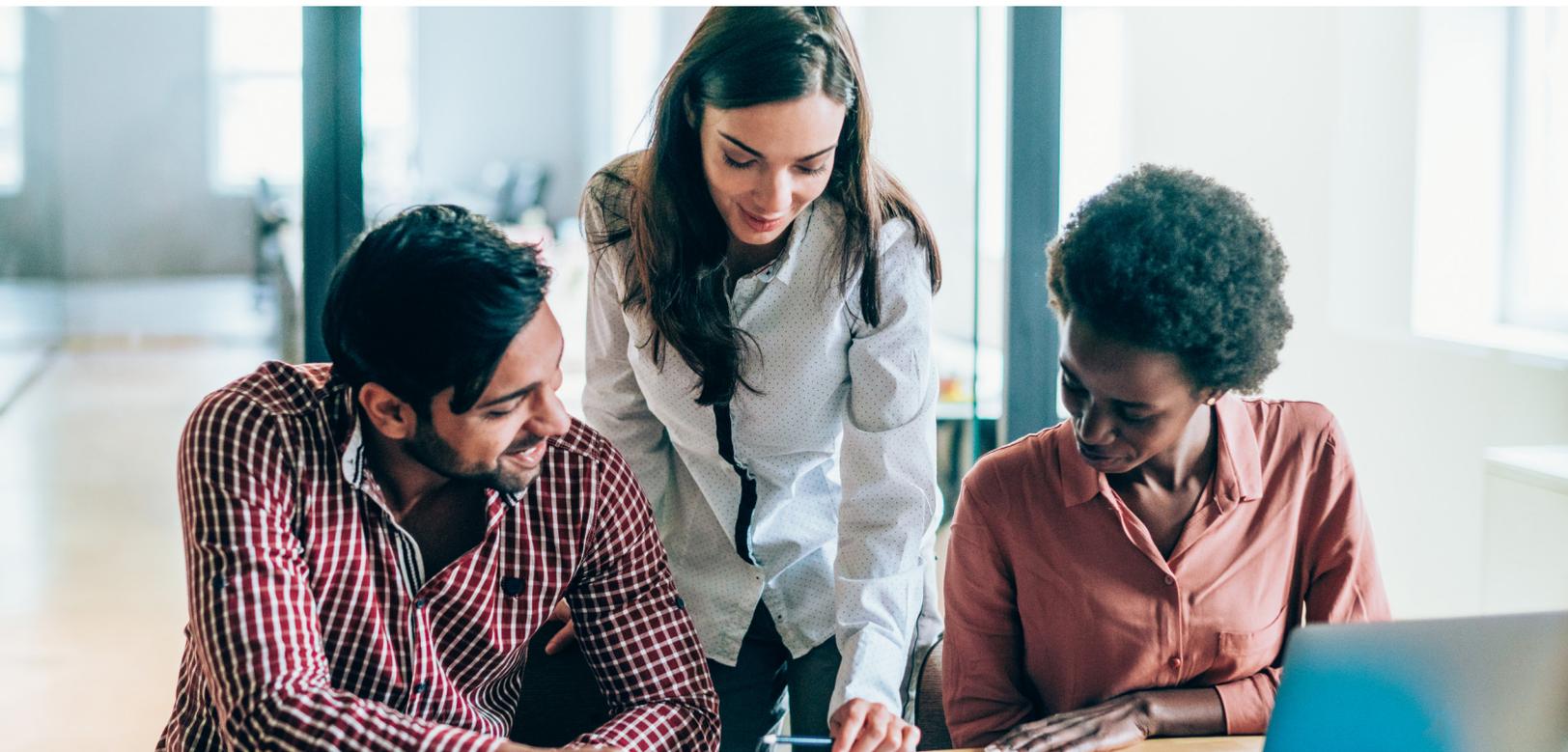




# The Crucial Learning Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results.

Discover what sets us apart from the rest.



## **AWARD-WINNING INSTRUCTIONAL DESIGN**

From our innovative learning platform to our award-winning original video content, our courses are some of the highest-rated in the industry.

## **RESULTS**

We've helped more than 300 of the Fortune 500 realize significant results using our proven methods.

## **RESEARCH-BACKED SKILLS**

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

## **CUSTOMER SATISFACTION**

More than 93% of our customers say they are likely to very likely to recommend Crucial Learning.



# THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, The Power of Habit belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## COMMUNICATION DIALOGUE



Crucial Conversations.  
FOR MASTERING DIALOGUE

## ACCOUNTABILITY



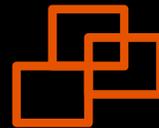
Crucial Conversations.  
FOR ACCOUNTABILITY

## PERFORMANCE HABITS



The Power of Habit™

## PRODUCTIVITY

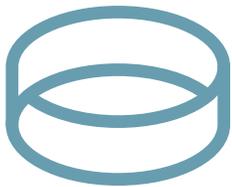


Getting Things Done.

## LEADERSHIP CHANGE



Influencer

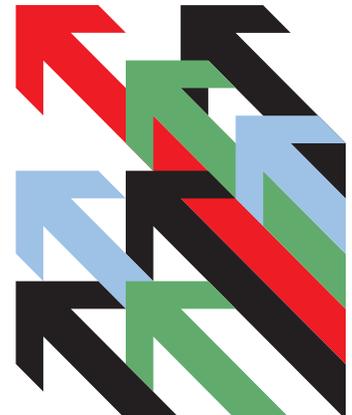


# The Power of Habit™

## TAKE THE NEXT STEP

Bring The Power of Habit to your organization and cultivate a culture of **high performance**.

Call 1.800.449.5989 or visit us at [CrucialLearning.com](http://CrucialLearning.com).



---

### ABOUT CRUCIAL LEARNING

*Formerly VitalSmarts, Crucial Learning improves the world by helping people improve themselves. We offer courses in the areas of communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, called crucial skills. Our award-winning courses and accompanying bestselling books include Crucial Conversations®, Crucial Accountability®, Influencer, The Power of Habit™, and Getting Things Done®. [CrucialLearning.com](http://CrucialLearning.com)*



Crucial Learning