



crucial
conversations®

ONLINE ✦

Tools for Talking When Stakes Are High

We've studied top performers—the best of the best. When work is routine, they behave like everyone else. But as soon as projects turn critical, opinions differ, and results are on the line, top performers behave differently.

Decades of research revealed that **top performers are masters of dialogue**. In crucial moments, they speak up, surface the best ideas, and make it safe for others to do the same—no matter how risky or unpopular their views. As a result, they make high-quality decisions and execute on those decisions with unity and commitment.

The good news is these skills are replicable and learnable. **We're all just a few dialogue skills away from becoming a top performer.**

Crucial Conversations® Online

Crucial Conversations Online takes the award-winning dialogue skills of top performers on-demand—but it's not the dry, sleepy experience you've come to associate with online training. Crucial Conversations Online turns traditional online training on its head by **harnessing the latest instructional design behind modern learning** to deliver a **flexible, social, and interactive** experience that translates into real behavior change.

READ ON . . .

VitalSmarts

The Online Experience

Crucial Conversations Online is designed to reach the modern learner with bite-sized learning modules, social learning and reinforcement, and ease of access.



What is required? Users can access the course with an internet connection and from any computer, smart phone, or tablet. They'll also get access to a digital toolkit they can download and use at their convenience.



What is the user experience? Crucial Conversations Online delivers 10–12 hours of instruction and resources available as self-directed learning through on-demand access. The learning activities deliver Crucial Conversations skills in bite-sized modules that include videos, quizzes, articles, and journaling. Learners can also communicate with each other via comments and video uploads.

Users learn through self-paced activities focused on observing and recognizing the skills, and then applying those skills to a crucial conversation of their own. A progress bar helps learners stay motivated throughout the course.



Is training support available? Regardless of location, every learner has access to a course manager—a VitalSmarts subject matter expert or Client Certified Trainer—who will ensure a seamless experience with the technology and meaningful application of the skills. As the users complete the training, they can sign up for Crucial Conversations Coach, a post-training program to encourage users to have their crucial conversation and to practice their skills.



How is the training administered? Anyone can be designated as a course manager to administer the training. Course managers distribute the registration link and track the progress and achievement of users through easy-to-use reports. These reports allow for the tracking of page views, usage, engagement, and quiz results for individuals or groups. A course manager is also able to message individuals or groups for encouragement and reminders.

Participant Materials

- Up to 12 months of access to the Crucial Conversations Online platform
- Crucial Conversations Online Participant Digital Toolkit (41-page reference guide to use during and after training)
- Crucial Conversations digital model card
- An e-book version of the *New York Times* bestseller *Crucial Conversations: Tools for Talking When Stakes are High*
- Crucial Conversations Audio Companion MP3 Download
- A course completion certificate
- Register for post-training resources via email



Organizational Benefits of Crucial Conversations

Fortune 500 organizations around the world have turned to Crucial Conversations Training to improve bottom-line results including:

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

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 shut-down 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.



Use Crucial Conversations Online for Blended Learning. You can also combine Crucial Conversations Live or Live Online training with this online version to create your own blended experience. Catering to different learning styles, this powerful combination allows learners to study on their own and then put those skills to practice with a peer group, or vice versa. Special pricing available.

Don't Take Our Word for It. More than one million people and 300 of the Fortune 500 companies have used Crucial Conversations skills to build a workforce of top performers who achieve new levels of personal and organizational success.

What's the Next Step? If your organization could benefit from the skills taught in Crucial Conversations Online, contact us today to learn more. Call 1-800-449-5989 or visit us at vitalsmarts.com.

Course Details

Crucial Conversations Online is self-directed and it provides 10-12 hours of resources and instruction available for on-demand access. First users learn the eight skills of Crucial Conversations, and then put those skills to practice in their own crucial conversations.

Learn the Skills:

Introduction: Get familiar with the platform and why crucial conversations are key to results.

Get Unstuck: Identify the right conversation.

Start with Heart: Recognize negative motives and stay focused on what you really want.

Master My Stories: Control your emotions to stay in dialogue when you're angry, scared, or hurt.

State My Path: Speak candidly and respectfully when sharing your perspective.

Learn to Look: Notice when safety is at risk.

Make it Safe: Create an atmosphere of mutual purpose and mutual respect.

Explore Others' Paths: Seek to understand why others shut down or blow up.

Move to Action: Turn conversations into action and results.

Finish the Course: Practice your skills by holding a crucial conversation and reporting on your progress.

About VitalSmarts. Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, and Influencer Training® and *New York Times* bestselling books of the same titles. When used in combination, these courses enable organizations to achieve new levels of performance by changing employee behavior. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained two million people worldwide. vitalsmarts.com