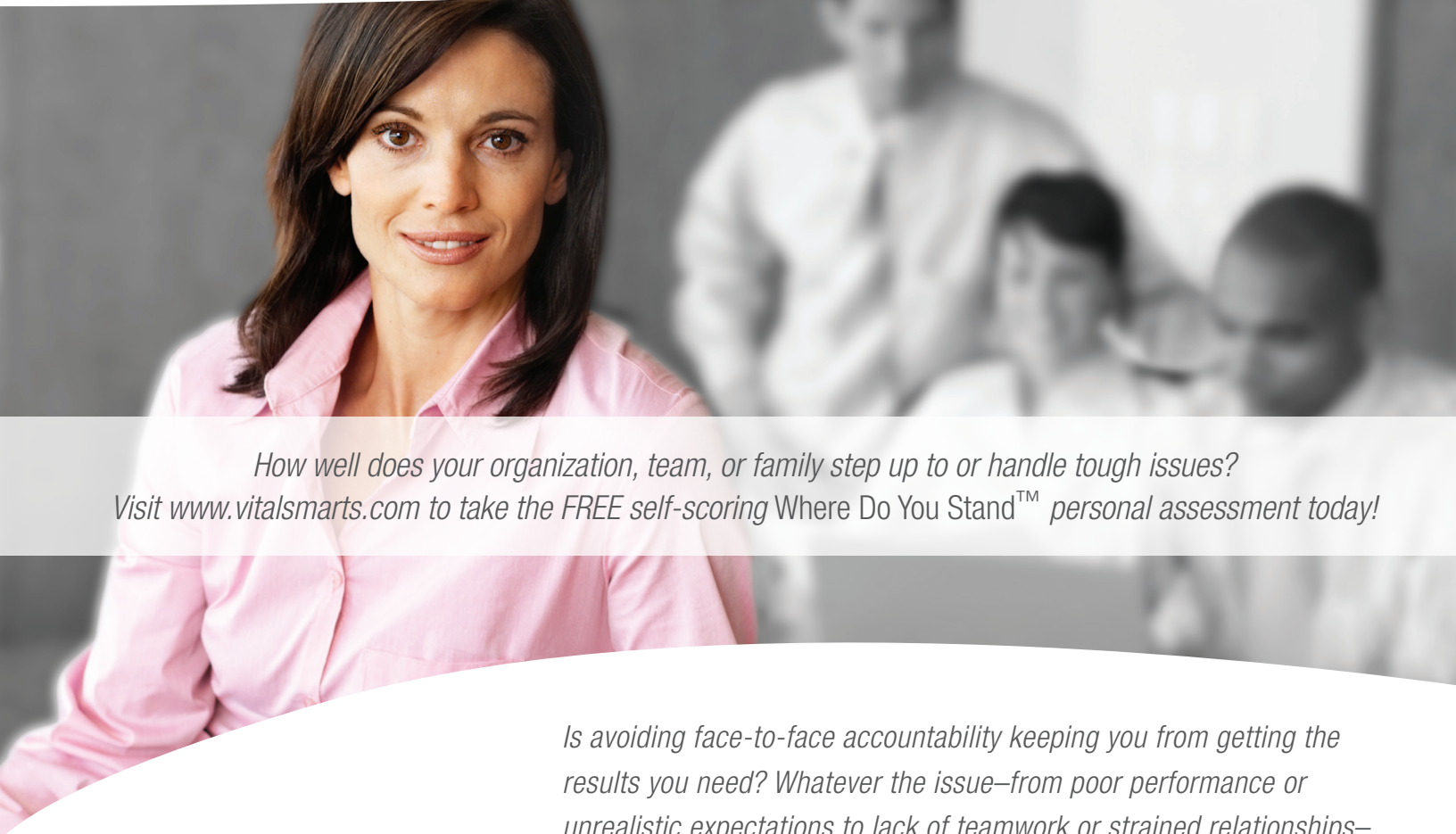




# *Manage Execution, Create Accountability, and Improve Results!*



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

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

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

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

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

*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.*

## **What Is a Crucial Confrontation?**

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 behavior. Put Crucial Confrontations Training to work and make rapid and substantial improvements in individual, team, and organizational results.

## **Crucial Confrontations™ Training**

VitalSmarts 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 program and Trainer Suite to enable your trainers to offer the highest quality in-house training program 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®

An innovator in corporate training and organizational performance, VitalSmarts is home to multiple training offerings, including Crucial Conversations®, Crucial Confrontations™, and Influencer Training™. Each course improves key organizational outcomes by focusing on high-leverage skills and strategies. The Company also has three New York Times bestselling books, Influencer, Crucial Conversations and Crucial Confrontations. VitalSmarts has been ranked twice by Inc. magazine as one of the fastest-growing companies in America and has taught more than 2 million people worldwide.  
[www.vitalsmarts.com](http://www.vitalsmarts.com)



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## Tools for Ensuring Accountability and Execution

Discover how Crucial Confrontations Training will enact change for good throughout your organization, 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 roadblocks 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 organization suffer from weak accountability, uncertainty, inconsistency, lack of motivation, resentment, poor performance, or flawed execution? 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 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 organization.

## Who Have We Influenced?

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

## What's the Next Step?

If your team or organization struggles with weak accountability, uncertainty, inconsistency, resentment, poor performance, or flawed execution, Crucial Confrontations Training is for you.

