



COURSE CATALOG



CRUCIAL LEARNING COURSES

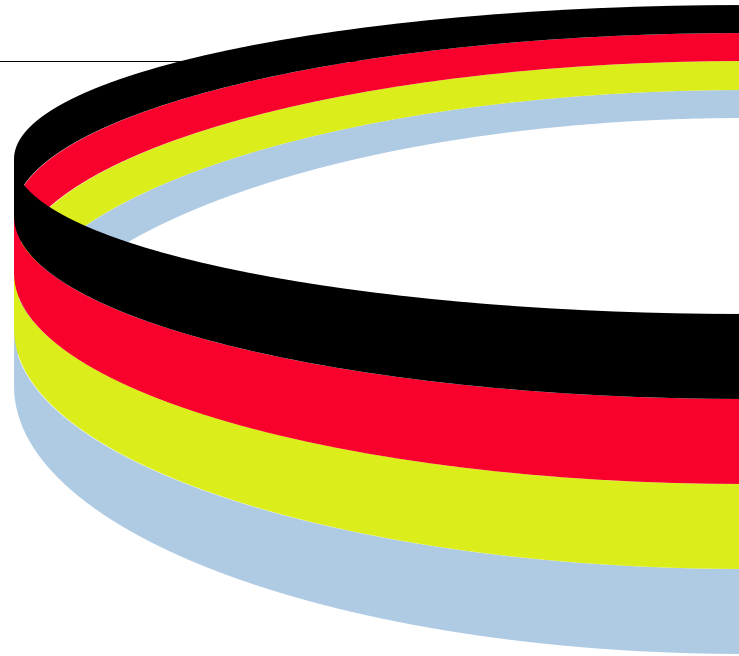
Selecting learning and development for your organization can feel like swimming in a sea of skills. There are countless courses and options to choose from.

That's why we've spent the past 30 years identifying and curating CRUCIAL skills. Through our study of top performers, we've identified the behaviors that set apart the best from the rest.

Your search for learning and development that will make a profound difference on your people and your results ends here.

In this catalog, we'll not only introduce you to the crucial skills, we'll also outline the various options for bringing them to your team or organization.

The Crucial Learning courses address challenges related to communication, performance, and leadership. While each course is effective in its own right, when combined they help organizations build healthy and high-performance cultures.



COMMUNICATION



Crucial Conversations.
FOR MASTERING DIALOGUE



Crucial Conversations.
FOR ACCOUNTABILITY

PERFORMANCE



The Power of Habit™





LEADERSHIP



Influencer

Compare Courses

Here's an overview of our solution families and course options. We're happy to help you select the right options for your team or organization.

		LEARNING OUTCOMES	ORGANIZATIONAL OUTCOMES	FORMATS	
COMMUNICATION SOLUTIONS		<p><i>Turn disagreement into dialogue by speaking up candidly, respectfully, and quickly.</i></p>	<p>SOLVE</p> <ul style="list-style-type: none"> Disagreement Disengagement Cliques Backbiting Blaming Bullying And more 	<p>IMPROVE</p> <ul style="list-style-type: none"> Inclusion Trust & Respect Responsibility Collaboration Communication Teamwork Engagement 	<ul style="list-style-type: none"> In-Person Virtual On-Demand
		<p><i>Resolve problems of poor performance, broken commitments, and violated expectations.</i></p>	<p>SOLVE <small>Ineffective Leadership</small></p> <ul style="list-style-type: none"> Conflict Poor Performance Non-compliance Irresponsibility Mismanagement And more 	<p>IMPROVE</p> <ul style="list-style-type: none"> Performance Accountability Leadership Management Efficiency 	
PERFORMANCE SOLUTIONS		<p><i>Make small changes to build better personal and professional habits.</i></p>	<p>SOLVE</p> <ul style="list-style-type: none"> Poor Performance Resistance to Change Skill Acquisition Development Apathy And more 	<p>IMPROVE</p> <ul style="list-style-type: none"> Performance Responsibility Agility Development Efficiency Engagement Innovation 	<ul style="list-style-type: none"> In-Person Virtual On-Demand
		<p><i>Design and implement large-scale initiatives for lasting behavior change.</i></p>	<p>SOLVE</p> <ul style="list-style-type: none"> Organizational Change Ineffective Leadership Development Poor Performance Behavior Change And more 	<p>IMPROVE</p> <ul style="list-style-type: none"> Culture Leadership Project Management Teamwork Compliance Engagement 	
LEADERSHIP SOLUTIONS					



Crucial Conversations. FOR MASTERING DIALOGUE

THE STANDARD IN EFFECTIVE
COMMUNICATION



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.

DIALOGUE IS

THE

DIFFERENCE

THERE IS A BETTER WAY

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 results and harm relationships, or they remain silent with the hope of preserving relationships only to sacrifice results.

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



Organizational Benefits

*Continually selected as a Top Training Product, Crucial Conversations for Mastering Dialogue has been used by more than one million people and 300 of the Fortune 500 to **improve productivity, safety, performance, and more.***

TEAMWORK

Employees at Maine General Health were 16% more likely to speak up and resolve problems with colleagues after going through Crucial Conversations.

COST

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

SATISFACTION

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

PRODUCTIVITY

Sprint reported a 93% improvement in meeting productivity metrics.

SAFETY

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

ENGAGEMENT

Rocky Mountain Equipment reduced turnover from 30 to 16%.

Crucial Conversations for Mastering Dialogue is available in the following learning formats:



ON-DEMAND

This self-paced course offers 6–8 hours of on-demand instruction and 60 days of access.



VIRTUAL

Virtual, instructor-led learning is delivered in five 2.5-hour sessions.



IN-PERSON

In-person classroom training can be delivered as a two-day (12.5 hours) or one-day (7.25 hours) course.



BLENDED

Blend your preference of learning formats. For example, supplement on-demand learning with in-person or virtual instruction.

About the Book

With more than 4 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions of people communicate.





Crucial Conversations[®] FOR ACCOUNTABILITY



MASTER PERFORMANCE DISCUSSIONS

Managing performance is more than a process—it’s about people. Effective performance management isn’t done with software and tools. It’s accomplished by respectfully addressing your people’s behavior routinely and consistently. It’s about candidly coaching through challenges and holding people accountable for lapses in behavior. It’s about identifying goals, fast-tracking careers, and in the process, improving your people and your bottom line. These are dialogue skills—the difficult kind that may not come naturally, but when learned, mean the difference between managing people and managing process.

THE MEASURE OF HEALTH

ACCOUNTABILITY AT WORK

Crucial Conversations for Accountability teaches a straightforward process for managing performance, strengthening trust and reliability, and eliminating inconsistency. It provides skills for holding peers accountable—regardless of position or authority.

When people at all levels of the organization have the skills to hold peers accountable, they’re better at correcting performance problems, preventing potential disasters, and preserving and strengthening relationships.



Accountability In Action

Anyone who relies on the efforts of others to get things done will benefit from attending Crucial Conversations for Accountability. Individuals and organizations report improvements in trust, ownership, engagement, performance, and more.

TEAMWORK

Dallas Housing Authority eliminated silos between departments and helped employees take initiative to resolve conflicts with their supervisors.

SAFETY

Pride International improved their total incident rate by 55% and reported zero accidents that required employees to miss time on the job.

ENGAGEMENT

St. Joseph's Healthcare reported reduction in sick leave from 15 to 12 days per full-time employee, and employee satisfaction rates were 64% higher than provincial average.

EFFICIENCY

San Antonio School District saw a 50% drop in grievances.

TURNOVER

Orkin reported an 8% decrease in turnover, and Pride International decreased turnover by 40%.

Crucial Conversations for Accountability is available in the following learning formats:



ON-DEMAND

This self-paced course offers 6–8 hours of on-demand instruction and 60 days of access.



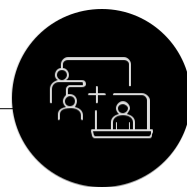
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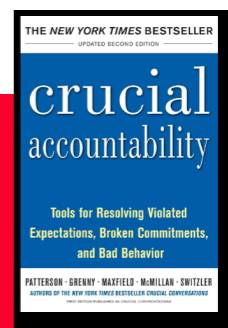


BLENDED

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About the Book

With more than 700,000 copies sold, *Crucial Accountability* is the *New York Times* business bestseller that's transformed organizations and changed the way people communicate.





The Power of Habit

THE GREATEST PREDICTOR OF HIGH PERFORMANCE



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.

SUCCESS
FOLLOWS
SELF-MASTERY

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 skill set for mastering any habit. You might call this skill set the habit of all habits. The one to rule them all.



Habits Yield Compound Results

The Power of Habit helps organizations solve problems related to performance, engagement, leadership development, agility, and more.

ENGAGEMENT

As people increase their ability to build good habits, they become more engaged in work and life and take greater responsibility for outcomes.

EFFICIENCY

The Alcoa Corporation automated a behavioral safety routine that dramatically improved not only safety, but also efficiency, productivity, and revenue.

QUALITY & SAFETY

Only by implementing measures and training that foster habit formation can organizations successfully help employees meet quality, safety, regulatory, or cultural standards.

DEVELOPMENT

When employees know how to leverage the power of habit, they can more quickly adopt new skills and turn them into habits.

PERFORMANCE

Simple changes to habits are shown to drastically alter workplace performance and life outcomes.

The Power of Habit is available in the following learning formats:



ON-DEMAND

This self-paced course offers 10–12 hours of on-demand instruction and 60 days of access.



VIRTUAL

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



IN-PERSON

In-person classroom learning can be delivered as a one-day (seven hours) or two-day (14 hours) course.

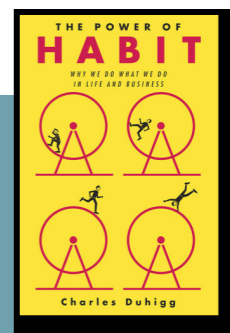


BLENDED

Blend your preference of learning formats. For example, supplement on-demand learning with in-person or virtual instruction.

About the Book

Charles Duhigg's *New York Times* bestseller sparked a worldwide fascination with the science of habits and continues to transform individuals and organizations.





THE NEW SCIENCE OF LEADERSHIP

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.

LEADERSHIP

IS INFLUENCE

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.



Influencing Results

Our clients have used the Influencer skills to improve workplace safety, sales enablement, profitability, and more.

SALES PROCESS

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

PATIENT SATISFACTION

Patient satisfaction scores at Children’s Minnesota jumped by 10%. They also decreased patient wait times.

CUSTOMER SERVICE

Michigan’s Department of Human Services improved its customer service rating by 38%.

COMPLIANCE

Spectrum Health improved hand hygiene compliance from 60 to 90%.

SAFETY

Newmont Mining experienced 73% fewer serious injuries recorded on the job.

QUALITY

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

Influencer is available in the following learning formats:



VIRTUAL

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

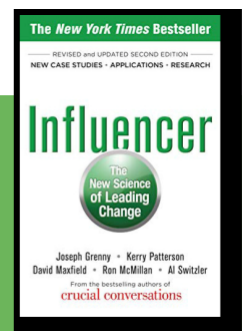


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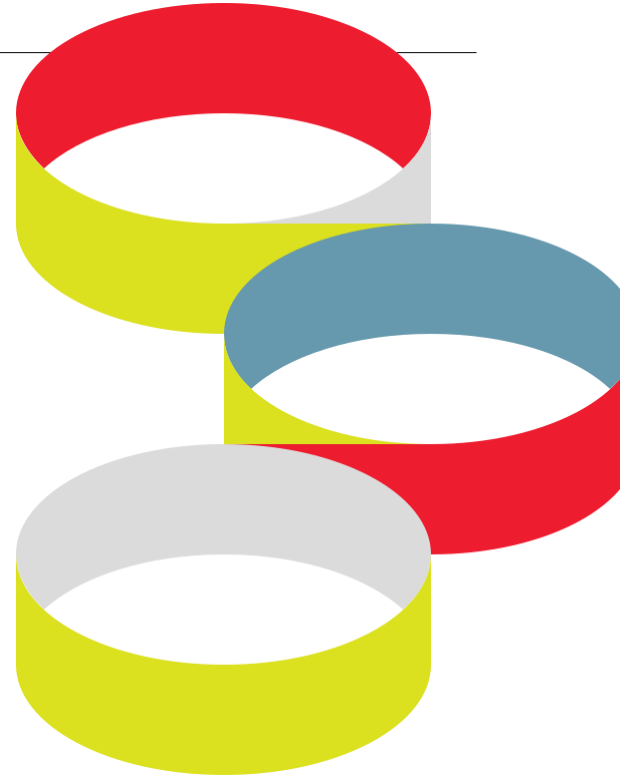
About the Book

An immediate *New York Times* business bestseller, *Influencer: The New Science of Leading Change* delivers a proven model for changing en-trenched behaviors across small teams and entire organizations.



3 Delivery Options

We offer three easy options for bringing our crucial skills to your team or organization: public courses, private courses facilitated by a Crucial Learning master trainer, or private courses facilitated by one of your employees via our certification program. Choose the best option for your organization.



PUBLIC COURSES

Enroll your employees in an in-person, virtual, or on-demand public course. Our in-person public courses are one or two-day courses facilitated by a Crucial Learning master trainer and are offered in cities throughout the United States and Canada. Our virtual public courses are instructor-led courses taught online over three to five days. Whether experienced in-person or virtually, these public courses are one of the most popular ways to learn the skills taught in our award-winning courses.

Visit [Inspiringculture.org/events](https://inspiringculture.org/events) to find a date and/or location to meet your needs.

PRIVATE COURSES

Bring in a Crucial Learning master trainer to train the in-person or virtual course to your employees. Or, rollout our on-demand courses across your organization. Crucial Learning offers a lineup of experienced, world-class trainers, facilitators, and speakers who are available to join your employees virtually or visit your location to teach any of our award-winning courses.

Visit [Inspiringculture.org](https://inspiringculture.org) to read more about our master trainers or contact your client advisor to book a training.

TRAINER CERTIFICATION

Certify an internal leader to facilitate in-person and virtual private courses. Certification courses are offered both in-person and virtually.



TRAINER CERTIFICATION

Want to get more results from your change initiatives and employee development programs? Research shows certifying internal leaders and employees to teach their peers in crucial skills is the fastest, most affordable, and most effective path to securing real change and meaningful results.

Crucial Learning certification offers individuals, and the organizations they serve, the following benefits:

WHY GET CERTIFIED?

- Accelerate change and skill development by providing ongoing coaching and leadership.
- Join a community of more than 16,000 facilitators worldwide.
- Achieve personal mastery in crucial skills and share them with your colleagues.
- Teach crucial skills across your organization in an efficient, cost-effective way.
- Customize the courses to your organization's culture and unique challenges.

HOW DO YOU GET CERTIFIED?

The path to certification is simple and designed to ensure you not only learn and master crucial skills, but also learn how to teach them seamlessly and flawlessly to others. How to get started:

01 ATTEND THE FULL COURSE



Virtual and in-person public courses are available.
Note: On-demand courses do not qualify towards certification.

02 ATTEND A COURSE CERTIFICATION



After attending the full course, you're eligible to attend a certification course. Both virtual and in-person options are available. Regardless of the format you've been certified in, you'll be prepared to facilitate the course in any format you choose, in-person or virtual.

Blended Learning

When it comes to learning and development, there is no one-size-fits-all approach. Every organization has unique requirements and every team in that organization has different needs, goals, and challenges. When designing a large learning initiative, delivery options are key.

One of the most effective ways to implement our courses is to blend virtual and in-person learning. A blended approach allows you to combine the coaching and group interaction of in-person learning with the convenience of on-demand and virtual learning.



BENEFITS OF BLENDED LEARNING

01 CUSTOMIZED

Not all learners are created equal. A blended solution meets a variety of learning styles and personality orientations.

02 SCALABLE

Blending virtual and in-person learning ensures all employee populations—regardless of schedules, location, or learning demands—can learn and retain the same skills.

03 EFFECTIVE

On-demand tools like video, quizzes, and surveys are excellent for introducing new principles and skills, to give the learner a head start on skill development. Skills are reinforced when learners come together in groups for verbal, social, and face-to-face feedback.

BLENDED LEARNING OPTIONS

ONLINE + GROUP DISCUSSION

Supplement your Crucial Conversations, Getting Things Done, and The Power of Habit on-demand learning with group discussion and interaction. Using our group discussion guides, anyone—certified trainers, managers, or team members—can facilitate a meaningful conversation about how to apply and implement the principles learned. Group discussions can be facilitated both virtual and in-person.

To learn more about our blended learning options, contact a Crucial Learning client advisor at 1. +41 21 320 60 63.

SPEECHES

When introducing crucial skills to the organization, our clients often start with a speech. We offer 60- to 90-minute speeches on each of our courses, as well as relevant and timely topics that affect workplaces, cultures, and relationships. Have a unique request for your next offsite event or client conference?

Ask us to tailor a speech for your organization. Speeches can be delivered in person or in a virtual format. Our speakers are respected social scientists, leaders, and experts in organizational behavior. Boasting decades of experience, each speaker brings a unique perspective and style to his or her presentation.



“Giving our new leaders the skills to effectively and comfortably handle Crucial Conversations has a tremendous positive impact on their ability to create relationships of trust.”

Mitch Anderson, HomeAdvisor

Request more information about speeches by contacting a Crucial Learning client advisor at 1. +41 21 320 60 63.

“By far the best learning experience I have ever had.”

Brian Bohannon, United Natural Foods

The Crucial Learning Touch



When investing in learning and development, we know there are many courses and vendors to choose from. You can be confident in partnering with Crucial Learning—our track record speaks for itself. We offer premium learning experiences, stellar customer support, and tangible results. Discover what sets us apart from the rest.

1.

AWARD-WINNING INSTRUCTIONAL DESIGN

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

2.

CUSTOMER SATISFACTION

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

3.

RESULTS

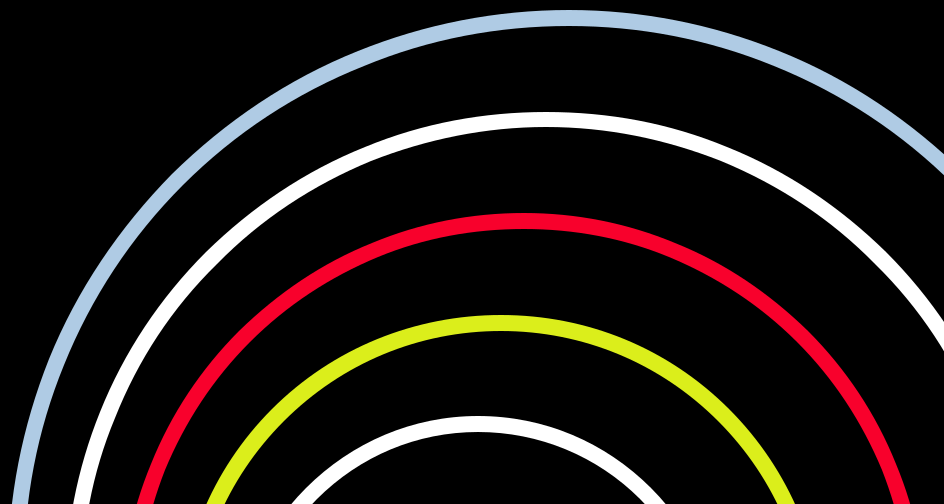
We've helped more than 300 of the Fortune 500 realize significant results using our proven methods.

4.

PROVEN SKILLS

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

TRUSTED BY



*When you put people
first, everything else
improves.*



ABOUT INSPIRING CULTURE

We, at Inspiring Culture, enable people and organizations to adopt behaviours that have a disproportionate impact on outcomes.

Inspiring Culture is the authorized distributor of Crucial Learning in the French and Italian-speaking regions of Switzerland and in Northern Italy.

1. +41 21 320 60 63 | Inspiringculture.org

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™.

