

crucial  
accountability™

# TOOLS FOR RESOLVING BROKEN PROMISES & VIOLATED EXPECTATIONS

FOR CRUCIAL  
CONVERSATIONS  
GRADUATES



Imagine you have a colleague who's missed a deadline or failed to stay on budget. You decide to say something by bringing your best crucial conversations skills into play. You stick to the facts while avoiding hasty and unflattering conclusions. Not a bad start. But the other person doesn't quickly comply. Instead he makes excuses. Would you or the people you work with know what to do next in a manner that not only solves the problem but also improves the relationship?

## Introducing the 1-Day Crucial Accountability Course for Crucial Conversations Graduates

This one-day course builds on the skills learned in Crucial Conversations and introduces a powerful set of new skills to resolve your most challenging accountability issues. It enables those who already have knowledge of crucial conversations skills to diagnose why someone keeps falling short of set expectations and then derive a plan that both motivates and enables the other person to successfully change his or her behaviors. These additional skills are perfect for *crucial* accountability discussions that seem resistant to dialogue skills alone.

### What Does the Course Teach?

This course teaches people at all levels of the organization—from leadership to frontline employees—how to:

- Hold anyone accountable, regardless of position or personality.
- Begin any performance discussion on the right foot—avoiding defensiveness and costly arguments.
- Diagnose the underlying causes of misaligned or bad behavior.
- Motivate without using power and enable without taking over.



**“Crucial Accountability** builds on the accountability skills taught in *Crucial Conversations Training* by teaching employees how to resolve their most complex and persistent accountability issues once and for all. The skills learned in this course ensure a positive impact on employee satisfaction, as well as improvements in performance.”

**Teresa M. Oliszewicz**  
Advocate Health Care

## Training Options

**In-house.** One of our expert trainers delivers the course virtually or at a location you specify.

**Public Workshop.** Your employees attend a prescheduled, public training workshop. Both virtual and in-person training options are available.

**Trainer Certification.** Individuals or trainers from your organization become certified to teach the course within your company.

*NOTE: Crucial Conversations Training is the prerequisite for all attendees of the 1-Day Crucial Accountability course.*

## Participant Materials

- Crucial Accountability 1-Day Participant Toolkit
- Contract cards for each lesson in a desktop display case
- Crucial Accountability model card
- A copy of the *New York Times* bestselling book, *Crucial Accountability*
- The Crucial Accountability Audio Companion
- A course completion certificate

## Who Needs this Training?

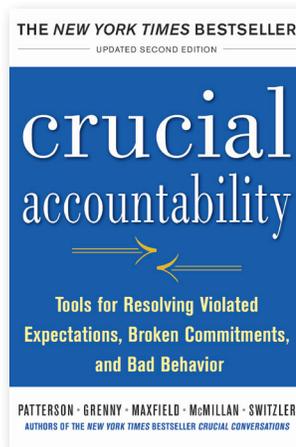
This course is for you if you've been disappointed by others' performance and want to be able to hold them accountable in a way that's both firm and respectful. Or if you're tired of working in an environment where goals are set and assignments are given, and then people treat their assignments as rough guidelines rather than firm commitments. Or perhaps in your own work group failed deadlines are met with hostile looks and vague comments instead of honest, direct discussion. In short, if you want to learn how to hold others accountable, or as a leader you want to help create a culture where everyone speaks honestly, clearly, and respectfully about violated expectations, this course is your next logical choice.

## Don't Take Our Word for It

More than 800,000 people and 300 of the Fortune 500 companies have used our skills to improve their organizational culture and create change for good.

## What's the Next Step?

If your organization could benefit from the skills taught in this Course, contact us today to learn more. Call **1-800-449-5989** or visit us at [www.vitalsmarts.com](http://www.vitalsmarts.com).



## About the Book

Included in the course materials, *Crucial Accountability* is the *New York Times* business bestseller that's taught hundreds of thousands of people how to hold others accountable and transformed organizations across the globe. With almost half a million copies sold, this book gives you the tools to hold anyone accountable.

*“In the worst organizations no one holds anyone accountable, in the good organizations the boss holds people accountable, and **in the best organizations everyone holds everyone accountable.**”*

—Al Switzler

*New York Times* bestselling author

**About VitalSmarts.** An innovator in corporate training and leadership development, VitalSmarts combines three decades of original research with 50 years of the best social science to help leaders and organizations change human behavior and achieve new levels of performance. We've identified four high-leverage skill sets that, when used in combination, create healthy corporate cultures. These skills are taught in our award-winning training programs and *New York Times* bestselling books of the same titles: *Crucial Conversations*, *Crucial Accountability*, *Influencer*, and *Change Anything*. VitalSmarts has worked with 300 of the Fortune 500 companies and trained more than one million people worldwide. [www.vitalsmarts.com](http://www.vitalsmarts.com)