



Crucial Accountability showed management how to stop avoiding conflict and helped them recognize that holding others accountable is healthy.

Ardie Harrison,  
Vice President of Human Resources, Dallas Housing Authority

## IMPROVE ACCOUNTABILITY, EXECUTION, AND PERFORMANCE

### Why Crucial Accountability?

A culture with weak accountability is one where those who see problems say nothing because they assume they don't have the authority or skills to raise a concern. Our research shows when people see accountability as "someone else's job" they waste time, resources, and morale—specifically, employees waste \$1,500 and an eight-hour workday for every accountability discussion they avoid. These costs skyrocket when you consider that 95 percent of a company's workforce struggles to hold their colleagues accountable.

### The Crucial Accountability™ Course

This two-day course teaches a straightforward, step-by-step process for identifying and resolving performance gaps, strengthening accountability, eliminating inconsistency, and reducing resentment. It uses video, group discussions, skill practice, and real-life application to make the course both entertaining and engaging.

### Organizational Benefits of Crucial Accountability

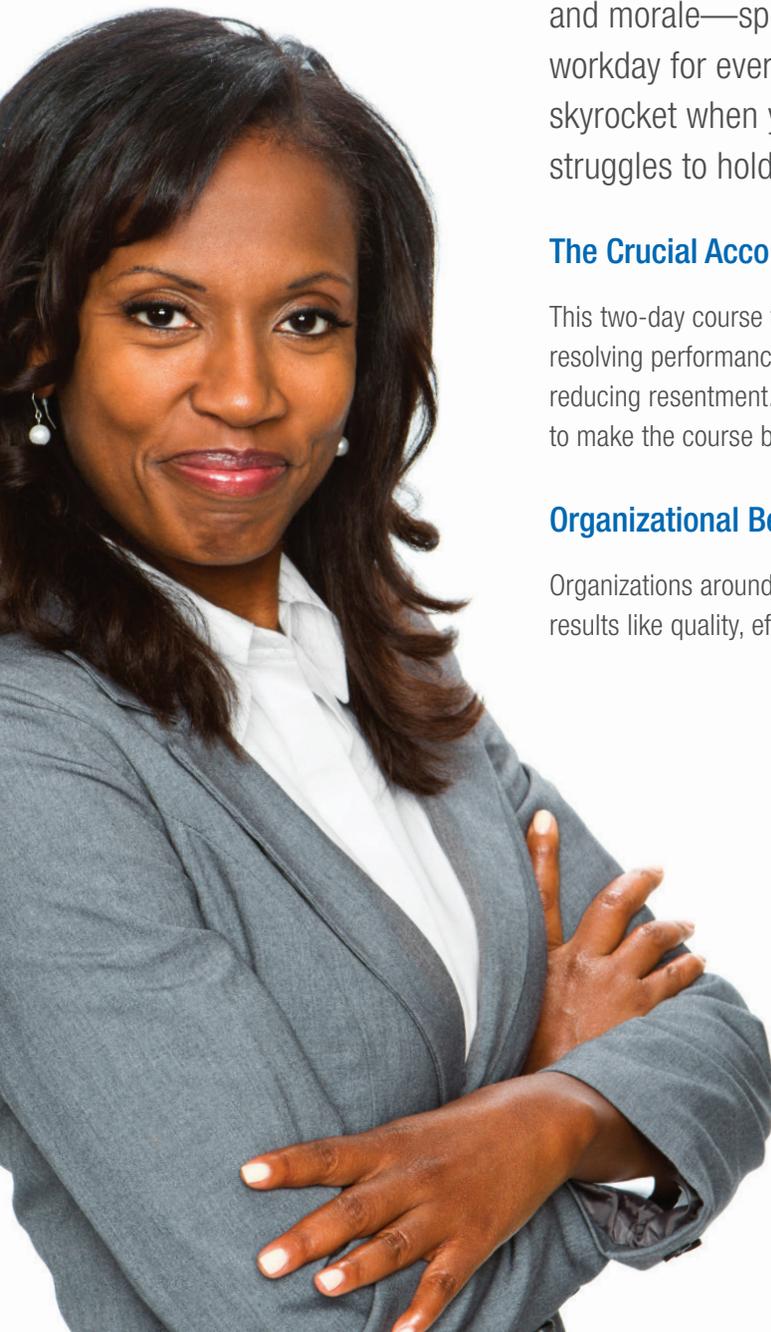
Organizations around the world have turned to Crucial Accountability to improve bottom-line results like quality, efficiency, satisfaction, safety, etc. Results include:

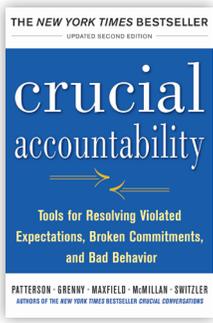
**Teamwork & Relationships:** Dallas Housing Authority eliminated silos between departments and helped employees resolve conflicts with peers and supervisors.

**Efficiency:** San Antonio School District saw a 50 percent drop in grievances that previously clogged their administrative system.

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

**Employee Turnover:** Orkin saw an 8 percent decrease in turnover, and Pride International decreased turnover by 40 percent.





## ABOUT THE BOOK

With almost 500,000 copies sold, *Crucial Accountability* (previously published as *Crucial Confrontations*) is the *New York Times* business bestseller that's transformed

organizations and changed the way millions of people communicate.

## PARTICIPANT MATERIALS

- Crucial Accountability 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* 2nd Edition
- Crucial Accountability Audio Companion
- A course completion certificate

## TRAINING OPTIONS

**In-house**—One of our expert trainers delivers the program at a location you specify.

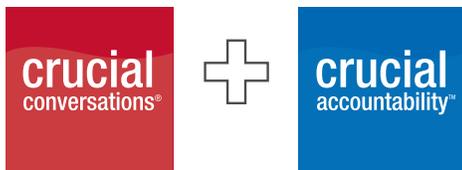
**Public Workshop**—Your employees attend a prescheduled, public training workshop.

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

## Want to Customize this Course?

We offer multiple options to both personalize our training to meet your specific needs, as well as measure its impact. Learn more at [www.vital-smarts.com/tailormasure](http://www.vital-smarts.com/tailormasure)

## THE CRUCIAL SKILLS SUITE



Those who have already attended the 2-day Crucial Conversations Training may add on a 1-day Crucial Accountability course. Ask your sales representative for more details.

## What Does The Training Teach?

Crucial Accountability provides a methodology for effectively holding others accountable that's based on more than twenty-five years of research.

**Hold anyone accountable**—no matter the person's power, position, or temperament.

**Master performance discussions**—get positive results and maintain good relationships.

**Motivate others without using power**—clearly and concisely explain specific, natural consequences, and permanently resolve problems.

**Manage projects without taking over**—creatively help others avoid excuses, keep projects on track, and resolve performance barriers.

**Move to action**—agree on a plan, follow up, engage in good reporting practices, and manage new expectations.

## Who Needs this Training?

This course is beneficial for people in roles across the entire organization—from leadership to front-line employees. Anyone who relies on the efforts of others to get things done will benefit from attending Crucial Accountability.

## Don't Take Our Word for It

More than one million people and three hundred 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 Crucial Accountability, contact us today to learn more. Call 1-800-449-5989 or visit us at [www.vital-smarts.com](http://www.vital-smarts.com).

**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.vital-smarts.com](http://www.vital-smarts.com)

Note: *Crucial Accountability* is the updated and revised training course and bestselling book that were previously named *Crucial Confrontations*.