

## Tools for Talking When Stakes are High

### What is a Crucial Conversation?

A crucial conversation is a discussion between two or more people where the stakes are high, opinions vary, and emotions run strong. These conversations—when handled poorly or ignored—lead to strained relationships and dismal results.

### What is Crucial Conversations® Training?

Crucial Conversations is a course that teaches skills for creating alignment and agreement by fostering open dialogue around high-stakes, emotional, or risky topics—at all levels of your organization. By learning how to speak and be heard (and encouraging others to do the same), you'll surface the best ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment.

#### Participants learn how to:

- Speak persuasively, not abrasively.
- Foster teamwork and better decision making.
- Build acceptance rather than resistance.
- Resolve individual and group disagreements.

### Who Needs Training?

Does your organization suffer from taboo topics, deference, disagreement, analysis paralysis, information hoarding, office politics, or alienation? Is your organization battling declining productivity, safety violations, low engagement scores, reduced quality, poor customer satisfaction, or other bottom-line concerns? Then you, your team, or your organization need Crucial Conversations Training.

### Organizational Benefits of Crucial Conversations

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

**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 Maine General Health were 167 percent more likely to speak up and resolve problems with colleagues.

**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 shutdown 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.

“ The Crucial  
Conversations®  
course was really  
insightful  
and enjoyable.

I'm glad that  
I attended the program  
together with my  
fellow colleagues.”

**Joseph Goh,**  
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