



Crucial Conversations. FOR ACCOUNTABILITY

PERFORMANCE MANAGEMENT IMPROVED



PEOPLE NOT PROCESS



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 health of any relationship, team, or organization is a function of the lag time between identifying and discussing problems.”

Joseph Grenny
co-author of *Crucial Accountability*



Accountability at Work

Crucial Conversations® for Accountability teaches a process for managing performance, strengthening trust and reliability, and eliminating inconsistency. It provides skills for holding peers accountable—regardless of position or authority. And whether participants take the course on-demand, virtually, or in-person, they learn the skills through instruction, reflection, practice, and coaching.

Crucial Conversations for Accountability Add-on takes a deep dive into the skills for managing performance. It is a learning option for graduates of Crucial Conversations for Mastering Dialogue. The Add-on course teaches skills 6 through 9.



01 GET UNSTUCK

- Spot the performance conversations that are keeping you from what you want.

02 MASTER MY STORIES

- Keep composure when feeling angry, defensive, or intimidated.

03 START WITH HEART

- Get your heart in the right place and stay focused on what you really want.

04 STATE MY PATH

- Speak honestly and respectfully and invite others into the conversation.

05 MAKE IT SAFE

- Create psychological safety so you can talk with almost anyone about almost anything.

06 DIAGNOSE

- Identify what caused the gap between expectations and behavior.

07 MAKE IT EASY

- Reduce barriers to keeping commitments.

08 MAKE IT MOTIVATING

- Help others want to take action.

09 MOVE TO ACTION

- Turn each accountability discussion into a course of action that leads to results.



BEHAVIORAL OUTCOMES

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

HOLD ANYONE ACCOUNTABLE

Speak up no matter the person's power, position, or temperament.

MANAGE PERFORMANCE

Get positive results and maintain good relationships.

MOTIVATE OTHERS WITHOUT FORCE

Permanently resolve problems by clarifying natural consequences.

MANAGE PROJECTS WITHOUT TAKING OVER

Help others avoid excuses, keep projects on track, and resolve performance barriers.

IMPROVE PERFORMANCE

Agree on a plan, follow up, engage in good reporting practices, and manage new expectations.



3 Delivery Options

We also offer three ways to learn: attend a public course, bring in a Crucial Learning trainer, or have an internal leader get certified to train employees.

01 PUBLIC COURSE

Your employees attend a virtual, or in-person public course.
Visit [CrucialLearning.com/learn](https://www.cruciallearning.com/learn) to find a public course near you.

02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the virtual or in-person course across your organization.

03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the virtual or in-person course to employees. Certification courses are offered both virtually and in-person.



“Crucial Learning’s virtual course has gone so well. We have loved delivering the course at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged through a four-hour learning session.”

Jennifer Dootson
d-Wise



Learning Formats and Participant Materials

Crucial Conversations for Accountability and Crucial Conversations for Accountability Add-on are available in several formats to meet the unique needs of your team or organization. Each format is optimized for skill development and an engaging learning experience.



ON-DEMAND

Full Course:
6-8 hours of instructional time and 60 days of access

Add-on Course:
3-4 hours of instructional time and 60 days of access

MATERIALS

- Access to the Crucial Conversations for Accountability on-demand platform
- Digital Learner Guide
- Digital Model Card
- Digital copy of the bestseller *Crucial Accountability*
- Digital course completion certificate
- Six-week ongoing learning experience



VIRTUAL

Full Course:
Five 2.5-hour virtual instructor-led sessions

Add-on Course:
Three 2-hour virtual instructor-led sessions

MATERIALS

- Digital Learner Guide
- Digital Model Card
- Digital copy of the bestseller *Crucial Accountability*
- Digital course completion certificate
- Six-week ongoing learning experience



IN-PERSON

Full Course:
Two-day (12.5 hours) or one-day (7.25 hours) classroom course

Add-On Course:
One-day (7.25 hours) classroom course

MATERIALS

- Learner Guide
- Cue cards for each lesson
- Model card
- Copy of the bestseller *Crucial Accountability*
- Course completion certificate
- Six-week ongoing learning experience



THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, Crucial Conversations for Mastering Dialogue belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

COMMUNICATION DIALOGUE



Crucial Conversations.
FOR MASTERING DIALOGUE

ACCOUNTABILITY



Crucial Conversations.
FOR ACCOUNTABILITY

PERFORMANCE HABITS



The Power of Habit™

LEADERSHIP CHANGE



Influencer



Get in touch with Shivangi



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syngenta

BARRY CALLEBAUT



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TAKE THE NEXT STEP

To bring Crucial Conversations for Accountability to your organization, email us at asha@xponential.cc or visit <https://xponential.cc/enroll-cc>



OUR COMPANY

Xponential is the Swiss partner of Crucial Learning which has consulted with more than 300 of the Fortune 500 companies and trained more than 1 million people worldwide.

