



Crucial Conversations  
FOR ACCOUNTABILITY



# MANAGING PERFORMANCE IS MORE THAN A PROCESS—IT'S ABOUT PEOPLE

Sure, there are fancy software and tools to make performance management seamless and easy. But any manager who's struggled to close a significant performance gap or anyone who has ever walked out of an annual review feeling like they've just been processed rather than prioritized knows there's nothing easy about it. Deflated and disenchanted people don't improve, and neither do results.



In reality, performance management is about 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 bottom line. These are communication skills—the difficult kind that may not come naturally, but when learned, mean the difference between managing people and managing process.

The good news is these accountability skills are replicable and learnable. **We're all just a few crucial skills away from learning how to manage people and performance daily and directly.**

Crucial Conversations for Accountability combines the convenience of virtual learning with the benefits of live instruction. Our virtual instructor-led course ensures an engaging and spaced learning experience that meets the unique needs and demands of the modern learner.

# Course Details

*The experience of Crucial Conversations for Accountability includes video-based instruction from Crucial Conversations experts, extensive in-class practice, group discussion, and personal reflection to help maximize skill transference.*

## COURSE MATERIALS

Digital learner guide

Cue cards and model card

*Crucial Accountability: Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior* ebook

Course completion certificate

Six-week ongoing learning experience

## SESSION & TIME

## LEARNING OBJECTIVES

SESSION 1:  
**GET UNSTUCK & MASTER MY STORIES I**

2.5 hours

- Spot the performance conversations that are keeping you from what you want.
- Choose the right conversation to get unstuck
- Learn where emotions come from and how to change them

SESSION 2:  
**MASTER MY STORIES II & START WITH HEART**

2.5 hours

- Take responsibility for the emotions you bring to the conversation by owning your story
- Eliminate negative stories that impede conversations and results
- Stay focused on what you really want
- Lay a foundation of good intent

SESSION 3:  
**STATE MY PATH & MAKE IT SAFE**

2.5 hours

- Speak honestly and respectfully
- Share tough messages in a way that invites others into the conversation
- Take steps to rebuild safety when others get defensive
- Talk with almost anyone about almost anything

SESSION 4:  
**DIAGNOSE & MAKE IT EASY**

2.5 hours

- Use the Six Sources of Influence to understand what's causing the gap
- Don't lead with your ideas; start by asking others
- Brainstorm ways to overcome others' ability barriers in key areas (personal, social, and structural influences)

SESSION 5:  
**MAKE IT MOTIVATING & MOVE TO ACTION**

2.5 hours

- Motivate others using natural consequences rather than power
- Make unseen or forgotten consequences more visible
- Use the skills to help good performers become great
- Move from healthy dialogue to taking action and achieving results

**SIX-WEEK ONGOING LEARNING EXPERIENCE**

- Retain learning and refine your skills
- Receive weekly email tips and prompts
- Watch videos on how to handle (and not handle) Crucial Conversations
- Read helpful articles from experts
- Access worksheets and job aids to help your daily application of the skills

