



Crucial Conversations[®]

FOR MASTERING DIALOGUE



**THE STANDARD IN EFFECTIVE
COMMUNICATION**

provided by EDUCATION SERVICE CENTER REGION **11**

Whenever you're not getting the results you want, it's likely an important conversation either hasn't happened or hasn't been handled well. In fact, both individual and organizational success are largely determined by how quickly, directly, and effectively we speak up when it matters most. At the heart of healthy and high-performance organizations are people willing and able to hold Crucial Conversations.

DIALOGUE IS THE DIFFERENCE

THERE IS A BETTER WAY

A Crucial Conversation is a discussion between two or more people where the stakes are high, opinions vary, and emotions run strong. When conversations turn crucial, people tend to follow one of two ineffective paths: they either speak directly and abrasively to get results and harm relationships, or they remain silent with the hope of preserving relationships only to sacrifice results.

Crucial Conversations gives people the skills to step into disagreement—rather than over or around it—and turn disagreement into dialogue for improved relationships and results.

SEPTEMBER 25-26 -OR- DECEMBER 13-14, 2024

Register for any of our courses at www.escl1.net and click on "Register" or contact Jennifer Baadsgaard at jbaadsgaard@escl1.net or 817-740-7640 for more information on a course given at your location.



Organizational Benefits

Continually selected as a Top Training Product, Crucial Conversations for Mastering Dialogue has been used by more than one million people and 300 of the Fortune 500 to improve productivity, safety, performance, and more.

TEAMWORK

Employees at Maine General Health were 16% more likely to speak up and resolve problems with colleagues after going through Crucial Conversations.

COST

AT&T reduced billing costs by 30% and Sprint reduced customer care expenses by \$20 million annually.

SATISFACTION

San Antonio School District saw a 50% drop in grievances that previously clogged the administrative system.

PRODUCTIVITY

Sprint reported a 93% improvement in meeting productivity metrics.

SAFETY

Pride International reduced safety incidents by 55% in one year.

ENGAGEMENT

Rocky Mountain Equipment reduced turnover from 30 to 16%.

Crucial Conversations for Mastering Dialogue is available in the following learning formats:



ON-DEMAND

This self-paced course offers 6–8 hours of on-demand instruction and 60 days of access for public workshop participants or up to 12 months of access for private sessions.



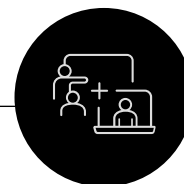
VIRTUAL

Virtual, instructor-led learning is delivered in five 2.5-hour sessions.



IN-PERSON

In-person classroom training can be delivered as a two-day (12.5 hours) or one-day (7.25 hours) course.



BLENDED

Blend your preference of learning formats. For example, supplement on-demand learning with in-person or virtual instruction.

About the Book

With more than 5 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions of people communicate.

