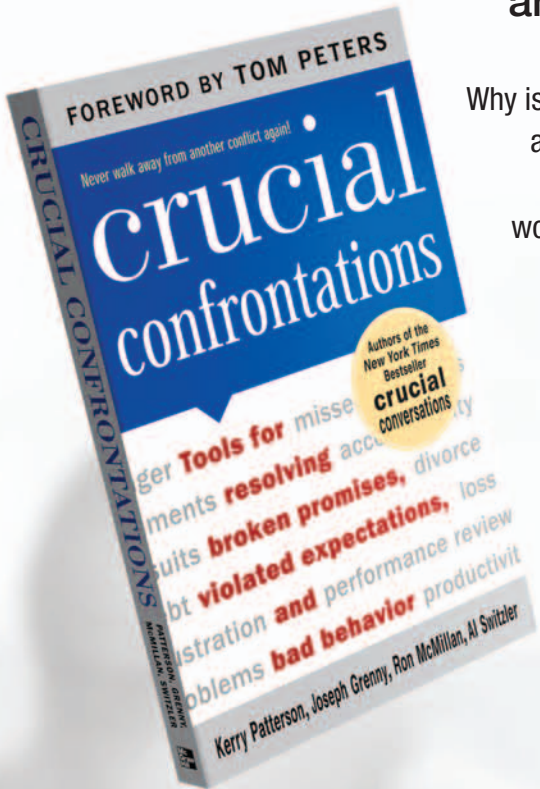


Hey if you read only one “management” book ... this decade ... I’d insist that it be *Crucial Confrontations*.

— Tom Peters, author of *Re-imagine! Business Excellence in a Disruptive Age*

MASTER **Crucial Confrontations**

and never walk away from another conflict again!



Why is that important? Because your ability to master crucial confrontations will have a huge impact on the quality of your life, the health of your relationships, and the business results you achieve. We invite you to attend a special introductory workshop on *Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior* — the latest release from McGraw-Hill and the *New York Times* bestselling authors at VitalSmarts.

Date/Time:

November 5, 2004, 9:00 – 11:30 a.m.

Location:

Columbus Convention Center
400 North High Street, Columbus, OH 43215

Pricing:

1-5 people: \$95 each • 6-24 people: \$75 each • 25-49 people: \$60 each
50-99 people: \$50 each • 100+ people: \$45 each

To Register:

Visit www.vital-smarts.com/cc2aecolumbus1105

What is a **Crucial Confrontation**?

Behind the problems that routinely plague organizations and families, you’ll find individuals who are either unwilling or unable to deal with failed promises. Others have broken rules, missed deadlines, failed to live up to commitments, or just plain behaved badly—and nobody steps up to the issue. Accountability suffers and new problems spring up. For example:

- An employee speaks to you in an insulting tone that crosses the line between sarcasm and insubordination. Now what?
- Your son walks through the door sporting colorful new body art that raises your blood pressure by forty points. Speak now, pay later.
- An accountant wonders how to step up to a client who is violating the law. Can you spell unemployment?
- A nurse worries about what to say to an abusive physician. She quickly remembers “how things work around here” and decides not to say anything.

Crucial Confrontations teaches you how to deal with violated expectations in a way that solves the problem at hand and doesn’t harm the relationship—and in fact, even strengthens it.

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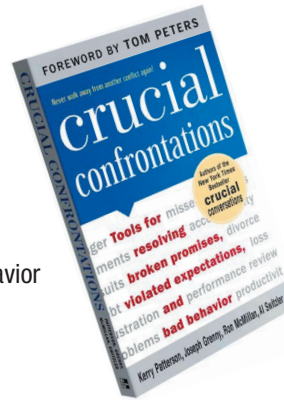
VitalSmarts™



What is a Crucial Confrontation?

The ability to master crucial confrontations is necessary for maintaining healthy relationships and achieving business results, yet many people shy away from a direct challenge. Whether it's asking a coworker why he or she failed on a promise, reprimanding a teenager for breaking curfew, or confronting a colleague who's stolen credit for your ideas, you will be able to:

- Determine whether an issue is worth confronting
- Decide which problems to tackle – and in what order
- Navigate the hazardous first moments of a crucial confrontation
- Deal with violated expectations without harming relationships
- Avoid jumping to nasty conclusions
- Identify and use the six distinct forces that lie behind all human behavior
- Motivate people without using threats



The Results Speak for Themselves

- By increasing the use of Crucial Confrontations skills by 18 percent, a large telecom company realized more than 40 percent improvement in productivity.
- When an IT group improved Crucial Confrontations practices by 22 percent, quality improved more than 30 percent, productivity climbed almost 40 percent, costs plummeted by just over 50 percent, all while employee satisfaction swelled 20 percent.
- A project with a large defense contractor revealed that for each 1 percent increase in the use of their Crucial Confrontation skills, there was a \$1,500,000 gain in productivity. Nine months after beginning training, employees improved 13 percent. You do the math.
- Motivate people without using threats



Join One of the Authors

Ron McMillan is vice president of consulting services and a co-founder of VitalSmarts, a company whose mission is to help individuals, teams, and organizations become measurably more vital. Ron holds advanced degrees in sociology and organizational behavior. He cofounded Covey Leadership Center and was vice president of research and development there for seven years. He researched, codesigned, and codelivered a comprehensive leadership development program which, to date, has benefited more than forty thousand executives and managers at AT&T. Clients include Browning Arms, Saturn Division of GM, the U.S. Army Corps of Engineers, Hewlett-Packard, Intel, Procter & Gamble, Westinghouse, the U.S. Air Force, Aetna, Disney, and many other organizations. For more than twenty years, Ron has taught and consulted around topics including team development, personal vitality, corporate culture, quality improvement, and paradigm shifting. He has worked with a broad variety of groups, ranging from union and first-level managers to CEOs and corporate executives and is a frequent keynote speaker. Ron has participated in more than 200 media interviews as a subject matter expert.

Take the first steps...

Don't miss this unique opportunity to meet with an author of Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior and take the first steps toward mastering your crucial confrontations.

Contact Information:

For more information, contact Kurt Southam at 740.453.4547 or kurt@southamconsulting.net

To register online, visit www.vital-smarts.com/cc2aecolumbus1105