



VitalSmarts™

Southam Consulting, LLC
6275 Winterwood Drive
Nashport, OH 43830

Crucial Conversations Seminar

Tools For Talking When the Stakes Are High

You are invited to attend a Crucial Conversations Seminar in Columbus, OH
October 26th – 27th (Training) and October 28th – 29th (Trainer Certification)

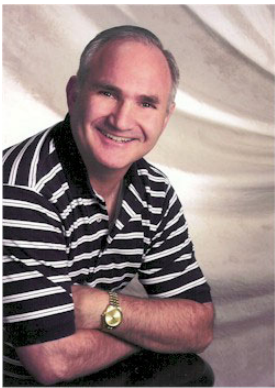
Upcoming Locations:

Upcoming locations in many major cities in the United States.

Call us to enroll now!

740-453-4547

This seminar will be taught by Kurt Southam, VitalSmarts Associate



Every team and every organization has problems. The difference between the *best* and the merely *good* is not how many problems they have, but whether or not they candidly discuss and resolve them. The difference is in how they handle the *crucial conversations* that are the key to resolving their problems.

Just about every day, you have a high-leverage interaction with someone that will have a long-term impact on your success. Whether you're working through a tough issue with a major customer or having a sensitive interaction with a team member, if you don't succeed in these *crucial conversations*, you won't get the results you need to become the "best of the best."

For example, when was the last time you were faced with a *crucial conversation* such as this?

Partial Customer List:

Ford Motor Company
Lockheed Martin
AT&T
Coca-Cola Bottling
VA Medical Centers
Lutheran Medical
Northrop Grumman
Reliant Energy
Hallmark
Texaco
Intermountain Healthcare
TRW
Lennox Industries
Geneva Steel
State Farm
U.S. Coast Guard
B.F. Goodrich
XCEL Energy
Accenture
American Express
Hughes Network Systems
American Honda
Discover Card
Harley Davidson Financial - Services
And hundreds more

- A colleague has just **missed a critical deadline**. What do you say?
- Your boss' **leadership style** is smothering you. You hesitate to speak up.
- Your team has been getting **bad results**. No one wants to speak up and no one wants to find out why.
- **Important issues** are not brought up in a timely manner to those who can do something about them. Only those near the water cooler hear the issues.
- One of your best employees has accused another of **racism**. He continually labels others who are not "the same" as him.
- You find yourself **disagreeing with your boss** and yet your head bobs up and down like you are a fully supportive puppet. The last person who disagreed was "shot on sight."
- One of your employees loses her temper and **yells at customers** about twice a week. When you bring it up with her, she blames others.
- **Top performers are leaving**, and poor performers are not challenged. Top performers are disgusted that others get away with as much as they do.

Dialogue is a tested cure for communication problems. How we speak up and listen during *crucial conversations* makes all the difference.

During the last 25 years, we have surveyed almost a half million people, interviewed over 5,000 individuals, and worked with hundreds of organizations to discover the best solution to communication problems.

“DialogueSmarts has been extremely popular, and by every measure successful. In addition to rich anecdotal evidence, we have measured significant improvement in twenty-two categories covered in our annual employee opinion survey...at a price that's affordable.”
Steve Terry,
Director,
Intermountain Health
Care University

Here's what we've found:

- The biggest driver of **productivity** is how people talk with those who perform poorly.
- The two indicators of **team excellence** are: 1) how people handle disagreements with the boss; 2) how teammates handle problems with each other.
- The most **influential people** are those who skillfully bring up subjects that others run away from.
- The biggest predictor of **safety** is whether people challenge those who violate safety rules.
- The driver of **diversity** is how individuals deal with the offensive actions of others in ways that are candid and respectful.

By studying influential individuals, effective teams, and productive organizations, we've identified the principles and skills they use to master these kinds of crucial conversations. In skilled hands, these crucial conversations move to dialogue. If handled poorly, they degenerate into silence or violence.

Crucial Conversations has produced dramatic results for thousands of individuals and organizations. Here's what people are saying:

**Enroll
two or
more people
from your
organization
and receive a
\$50
per person
discount!**

“When VitalSmarts began working with our executive team we were uncertain about how we would ever know whether our investment of time, money and effort produced any real business improvement. Now, four years later, those questions have been more than answered to our satisfaction. Not only have we been able to create measurable changes in behavior but we also know that these improvements in “critical behaviors” are fundamental to our effectiveness as a business.

We now have hard evidence that these changed behaviors help drive our productivity, costs and quality. Also, we have confidence that they were essential to our winning the Joint Strike Fighter program and will be mandatory for now delivering upon our promise.

Dain Hancock
President, Lockheed Martin Aeronautics Company

“When I took over the business billing organization at AT&T, we had 18 months to make 30% improvements in quality, 50% reductions in cost and dramatically improve our ability to meet schedule with new software releases. Had we not made a serious leadership commitment to practicing the skills we learned from DialogueSmarts, these goals would not have been a stretch, they would have been impossible. The Crucial Conversations skill set was not only vital to our ability to deliver these results, it enabled us to achieve them in just under 12 months.

Michael Miller
AT&T

Call us at
740-453-4547
Visit us on the web at
southamconsulting.net
or

**Fill out and return the
fax-back form** on the
back of this letter

Participants in the seminar will receive:

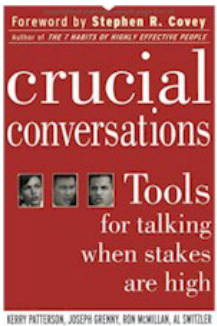
Crucial Conversations Toolkit (In-depth 216-page training guide including cue cards.)



Style Under Stress Assessment (assessment of your dialogue style)



Crucial Conversations Tools for Talking When Stakes are High



New York Times, Wall Street Journal & Business Week bestseller

To enroll and for any questions, call us at **740-453-4547** or visit us at **www.southamconsulting.net**

As a result of this training seminar, you will see lasting and meaningful positive change in your personal life, in your career, and in you organization.

Don't just take our word for it. **Call us at 740-453-4547** to enroll in this seminar, and you'll be able to see for yourself the positive impact Crucial Conversations will have on you and your organization. And, don't hesitate to call with any questions, we'd love to give you more details.

Our promise is that by implementing the principles and tools from this training, you will significantly improve in areas such as:

- **Performance**—giving feedback to poor performers
- **Productivity**—confronting teams and individuals who consistently let you down
- **Teamwork**—challenging a peer who disappoints you, or a boss whose leadership style is hurting the team
- **Change Management**—talking to leaders who don't walk the talk around change; or admitting you don't have the skills needed to support changes
- **Quality**—talking with those who fail to support quality processes
- **Significant Relationships**—speaking with a loved one about differences in values or about habits that annoy you
- **Safety**—approaching those who violate safety practices
- **Diversity**—confronting those who behave disrespectfully
- **Meetings**—speaking up when things get off track and suggesting how to improve them

And many more areas that will *measurably improve* your individual, team, and organizational results.

And, we'll show you what it will take to transfer these powerful tools to your organization and take you from good to best.

We have developed several very effective delivery methods that will help you implement these materials in your organization once you've experienced the introductory training. These methods range from our consultants training the materials on-site for you, to certifying your trainers, to our revolutionary leader-led training system.

Crucial Conversations WORKS . . . we guarantee it!

*Dates: October 26th & 27th Training
October 28th & 29th Trainer Certification*

*Fees: For training \$895
For certification \$1800*

Location: Sequent, 222 East Campus View Blvd, Worthington, OH

Fax:
740-453-5817

Mail:
**6275 Winterwood Drive
Nashport, OH 43830**

Call Us:
740-453-4547

Online:
www.southamconsulting.net

Yes, please enroll me in the Crucial Conversations seminar. I want to see for myself how hundreds of top companies have improved their ability to handle their toughest conversations and then used those skills to improve productivity, teamwork, quality, safety, and personal performance in their organizations.

Enroll two or more people from your organization and receive a \$50 per person discount!

We know that once you have experienced Crucial Conversations, you will see the power of these tools. However, we realize that winning the initial support of your colleagues is sometimes the most difficult part of the change process. **So, bring them with you!**

The price per participant for this seminar, including materials, is \$895 for 2 days of training (October 26th & 27th), and \$1800 (October 28th & 29th) for certification.

Name

Phone (required)

e-mail

Fax

- Two-Day Crucial Conversations Training October 26th & 27th
- Two-Day Trainer Certification October 28th & 29th

If you're looking for the tools to make your *good* organization the *best of the best*, this is it! Let us show you how to make your toughest conversations your most effective career and organizational success catalyst.

To confirm registration please forward payment to
Southam Consulting
6275 Winterwood Drive
Nashport, OH 43830

Please don't hesitate to call us at 740-453-4547 if you have any questions or need more details.

For online registration go to
southamconsulting.net