

Do any of these sound familiar? Check all that apply.

- Additional
CRUCIAL CONVERSATIONS
RESOURCES

- ☐ Joining one of VitalSmarts' social media communities for support, advice, insight and tips
- ☐ Getting access to ground-breaking research and case studies
- ☐ Watching a 3-minute overview of Crucial Conversations Training
- ☐ Watching a free on-demand web seminar on Crucial Conversations Training

Call 1-800-449-5989 for more information.



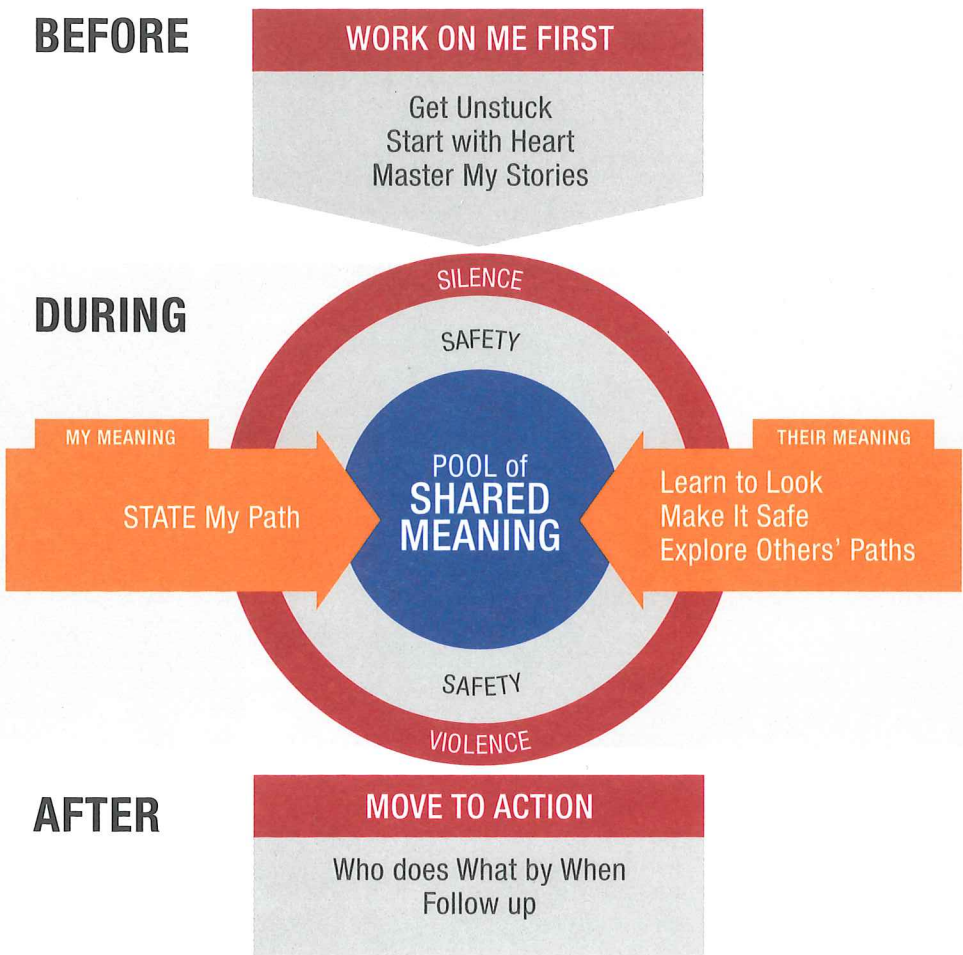
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PRESENTATION SKILL SUMMARY

VitalSmarts®

THE LAW OF CRUCIAL CONVERSATIONS

Anytime you find yourself stuck, there's a crucial conversation you're either not holding or not holding well.



	SITUATION	PRINCIPLES & SKILLS
BEFORE	1 Results and Relationships are suffering.	You need to hold a Crucial Conversation . <ul style="list-style-type: none">Identify where you are stuck.Unbundle with CPR.
	2 You need to initiate a Crucial Conversation , or one is evolving.	Start with Heart Focus on What You Really Want for: you, them, the relationship, and the organization (your long-term results).
	3 If you are getting emotional or telling clever stories.	Master Your "Clever" Stories—Tell the Rest of the Story Victim Story: "What am I pretending not to notice about my role in the problem?" Villain Story: "Why would a reasonable, rational, decent person do this?" Helpless Story: "What should I do right now to move toward what I really want?"
DURING	4 If you have a tough message , be honest and maintain safety .	STATE Your Path Share your Facts: "I noticed ..." "Twice you ..." Tell your Story: "I'm beginning to wonder if ..." "It seems to me ..." Ask for Others' Paths: "How do you see it?" "Help me understand ..." Talk Tentatively: Own your story and avoid absolutes. Encourage Testing: "Do you see it differently?"
	5 Others are already in silence or violence and you missed the early warning signs.	Learn to Look <ul style="list-style-type: none">For the signs that a conversation is turning crucial.For early warning signs of silence and violence.
	6 If someone misunderstands your intent regarding Purpose or Respect .	Contrast "I don't think/mean/want _____ (their fear/misunderstanding)." "I do think/mean/want _____ (your actual purpose/meaning)."
	7 The discussion is going in circles . People are arguing . You're beginning a tough project or discussion .	Create Mutual Purpose Commit to seek Mutual Purpose. "Can we look for something we both agree on?" Recognize the Purpose behind the Strategy. "Why do you want _____?" "This is why I want _____." Invent a Mutual Purpose. "So, if you get _____ and I get _____, we're both happy?" Brainstorm new strategies. "What ideas do you have?" "I was thinking it may help if ..."
AFTER	8 If someone else is going to Silence or Violence , their full meaning isn't getting into the Pool.	Explore Other's Paths Ask: "I want to know what you think about ..." Mirror: (Silence) "You seem reluctant. Are you sure you're OK with it?" (Violence) "Wow, you seem really upset. What's up?" Paraphrase: "So you're saying _____." Prime: "Do you think that _____?"
	9 When you're ready to Move to Action .	Move to Action —Determine Who , does What , by When , and how we will Follow up .

Powerful CRUCIAL CONVERSATIONS Resources for You

Fill out the form below, and we will e-mail you a variety of complimentary Crucial Conversations resources, including:

- Self Assessments
- MP3 Audio Files
- Video Examples
- Award-winning *Crucial Skills Newsletter* (free and you can unsubscribe at any time.)

First Name _____

Last Name _____

Title _____

Organization _____

Phone _____

Country _____

E-mail _____

- ☐ I would like to know more about how VitalSmarts Training can positively impact my organization.
- ☐ I am interested in finding out more about VitalSmarts' speakers (like the one I heard today).

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