

LEADERSHIP DEVELOPMENT

with Crucial Learning

Leaders need skills.

We surveyed 1,100 people and found that 2 of 3 new managers say leading people is more difficult than they expected. And no wonder—most people find themselves in a leadership role because they perform well or have strong technical skills, not because they are experienced leaders.

In addition to their lack of leadership experience, more than half of respondents said their organization provided little to no training to prepare them for leadership. While they may know their way around a spreadsheet or sales call, they struggle when it comes to managing people.

When we asked managers what was most challenging, they said holding people accountable for bad behavior, addressing poor performance, and resolving conflict. And while interpersonal challenges ranked highest, new managers also said they struggled with overloaded to-do lists, influencing their teams, and staying focused on their own improvement and performance.

While leadership can be incredibly challenging, it can also be incredibly rewarding. It comes down to leadership development—and more specifically, development of the skills leaders need most. When leaders have the right skills, not only are they far more effective, they also find greater satisfaction in their leadership roles.

At Crucial Learning, our courses teach the most crucial skills—skills that are essential for leaders at all levels of the organization. Whether working with high-potential employees who aspire to leadership, new managers, or seasoned directors and executives, our skills give leaders the confidence and ability to do what their titles suggest: lead.

THE CRUCIAL DIFFERENCE

Our courses equip leaders with skills to handle crucial moments—moments that have the greatest potential to affect outcomes. These include situations involving disagreement, collaboration, individual and team performance, cultural change, technology or process improvements, project management, compliance and safety, holding others accountable, pivoting in the face of change, fostering inclusion and trust, and more.

LEADERSHIP COMPETENCIES

Leadership competencies vary widely from organization to organization. Some organizations focus on just a few, others may target 50 or more. While our courses don't address every leadership competency, any leadership development program that fails to equip leaders with the skills our courses teach is lacking. We call these skills crucial skills because they are essential to effective living and leading.

LEADERSHIP DEVELOPMENT ISN'T LINEAR

Our courses equip leaders with skills to succeed in common crucial moments. Because these crucial moments are common and occur at all levels of the organization, the skills can help leaders at every stage of their development.

We're confident you can allow leaders to pick Crucial Learning courses à la carte depending on their needs, or advise them based on observation or feedback, and see their performance improve. But if you'd like to offer your people a leadership development roadmap based on our crucial skills, our Learning Solutions Advisors can help you create one that is best suited for your organization.



Courses



Crucial Conversations. FOR MASTERING DIALOGUE

The skills taught in Crucial Conversations for Mastering Dialogue help leaders handle disagreement in a way that fosters respect, trust, and collaboration. Leaders learn to establish psychological safety, maintain respect while being direct, notice if dialogue is diminishing, and restore safety to keep communication open and honest.

APPLICABLE SITUATIONS

The skills from Crucial Conversations for Mastering Dialogue apply in virtually every interpersonal situation. If communication is involved, these skills apply and make leaders more effective and influential.

RELATED COMPETENCIES

Conflict management	Relationship building
Negotiation	Trust
Persuasion	Emotional intelligence
Navigating disagreement	



Crucial Conversations. FOR ACCOUNTABILITY

The skills taught in Crucial Conversations for Accountability help leaders hold people accountable to performance standards with candor and respect. Leaders learn skills to coach direct reports to improve behavior and outcomes.

APPLICABLE SITUATIONS

The skills from Crucial Conversations for Accountability apply in any situation where leaders need to (1) discuss a person's performance or behavior and (2) work with them to improve either.

RELATED COMPETENCIES

Accountability	Problem solving
Managing expectations	Responsibility/employee initiative
Performance management/	Coaching
Performance reviews	Motivating others
Talent development	Empathy



The skills taught in Crucial Influence empower leaders to influence the behavior of groups of people. Using a proven model, leaders change behavior by targeting the personal, social, and structural factors that affect others' actions.

APPLICABLE SITUATIONS

The skills from Crucial Influence apply in any situation where leaders need to change or steer the behavior of a group, from small teams to global organizations.

RELATED COMPETENCIES

Influence	Strategy
Employee engagement	Behavior change
Team performance	Social intelligence
Culture change	Change management
Team building	



The skills taught in Getting Things Done help leaders effectively manage their projects and tasks to stay focused and productive with less stress. For leaders expected to both lead and execute, these skills can reduce burnout and create a culture of stress-free productivity.

APPLICABLE SITUATIONS

The skills from Getting Things Done apply in any situation where leaders must manage multiple projects or numerous tasks. They help leaders meet the challenge of being both a coach and player and handle the added workload that comes with wearing both hats.

RELATED COMPETENCIES

Personal organization	Project management
Team productivity	Focus
Trust	Personal accountability
Efficiency	
Prioritization	



The Power of Habit™

The skills taught in The Power of Habit help leaders align their behavior with their values and goals and replace bad habits with effective habits.

APPLICABLE SITUATIONS

The skills from The Power of Habit help in any situation where leaders are struggling to change their behavior or habits or must adapt their behavior and habits to meet new challenges.

RELATED COMPETENCIES

Resilience	Goal achievement
Flexibility/Adaptability	Confidence
Self-awareness	Independence
Personal effectiveness	



Take the Next Step

Contact us to learn more about our courses and how we can help you create a leadership development journey that gives your leaders the crucial skills they need most.

Call 1-800-449-5989 or visit us at CrucialLearning.com.