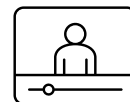




## Crucial Conversations FOR ACCOUNTABILITY



# MANAGING PERFORMANCE IS MORE THAN A PROCESS—IT'S ABOUT PEOPLE

Sure, there are fancy software and tools to make performance management seamless and easy. But any manager who's struggled to close a significant performance gap or anyone who has ever walked out of an annual review feeling like they've just been processed rather than prioritized knows there's nothing easy about it. Deflated and disenchanted people don't improve, and neither do results.



In reality, performance management is about addressing your people's behavior routinely and consistently. It's about candidly coaching through challenges and holding people accountable for lapses in behavior. It's about identifying goals, fast-tracking careers, and in the process, improving your bottom line. These are communication skills—the difficult kind that may not come naturally, but when learned, mean the difference between managing people and managing process.

The good news is these accountability skills are replicable and learnable. **We're all just a few crucial skills away from learning how to manage people and performance daily and directly.**

This on-demand experience of Crucial Conversations for Accountability takes the award-winning dialogue and accountability skills demonstrated by the most effective leaders online. Simply log on and learn on this flexible, social, and interactive experience that translates into real behavior change.

# Course Details

*This on-demand experience of Crucial Conversations for Accountability is self-directed and delivers 6-8 hours of instruction. The course includes videos, discussion feeds, practice, quizzes, articles, personal reflection, and downloadable job aids.*

## COURSE MATERIALS

Sixty days of access for a public course. Twelve months of access for a private course.

Job aids for reminder and retention

*Crucial Accountability: Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior* ebook

Digital course completion certificate

Six-week ongoing learning experience

## What's the next step?

Learn more about the skills taught in Crucial Conversations for Accountability and how they can benefit your organization. Contact us today.

**Call 1-800-449-5989 or visit us at [CrucialLearning.com](http://CrucialLearning.com)**

## Lessons

### 1 GET UNSTUCK

- Spot the performance conversations that are keeping you from what you want.
- Choose the right conversation to get unstuck.

### 2 MASTER MY STORIES I

- Learn where emotions come from and how to change them.
- Take responsibility for the emotions you bring to the conversation by owning your story.

### 3 MASTER MY STORIES II

- Eliminate negative stories that impede conversations and results

### 4 START WITH HEART

- Stay focused on what you really want.
- Lay a foundation of good intent.

### 5 STATE MY PATH

- Speak honestly and respectfully.
- Share tough messages in a way that invites others into the conversation.

### 6 MAKE IT SAFE

- Take steps to rebuild safety when others get defensive.
- Talk with almost anyone about almost anything.

### 7 DIAGNOSE

- Use the Six Sources of Influence to understand what's causing the gap.

### 8 MAKE IT EASY

- Don't lead with your ideas; start by asking others.
- Brainstorm ways to overcome others' ability barriers in key areas (personal, social, and structural influences).

### 9 MAKE IT MOTIVATING

- Motivate others using natural consequences rather than power.
- Make unseen or forgotten consequences visible.
- Use the skills to help good performers become great.

### 10 MOVE TO ACTION

- Move from healthy dialogue to taking action and achieving results.

### SIX-WEEK ONGOING LEARNING EXPERIENCE

- Retain learning and refine your skills.
- Receive weekly email tips and prompts.
- Watch videos on how to handle (and not handle) Crucial Conversations.
- Read helpful articles from experts.
- Access worksheets and job aids to help your daily application of the skills.

