

# crucial accountability®

*The cornerstone of  
organizational culture*



# The Measure of Health

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**Wherever two or more people cohabitate or collaborate, interpersonal problems emerge.** Our ability to prevent and resolve these problems largely depends on how well we hold one another accountable to standards, expectations, promises and commitments. In fact, accountability is a major marker between healthy and unhealthy relationships and organizations. As people improve in their ability to hold one another accountable, they also improve trust, responsibility, efficiency, engagement, and performance.

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“The health of any relationship, team, or organization is a function of the lag time between identifying and discussing problems.”

—Joseph Grenny, co-author of *Crucial Accountability*

# Accountability at Work

Crucial Accountability teaches a straightforward process for resolving performance problems, strengthening trust and reliability, and eliminating inconsistency. It provides skills for holding peers accountable—regardless of position or authority. And whether participants take the course Live Online or in person, they learn the skills through instruction, reflection, practice, and coaching.

## 01 GET UNSTUCK

- Identify problems contributing to poor results and broken relationships.

## 02 START WITH HEART

- Get your heart in the right place and stay focused on what you really want.

## 03 MASTER MY STORIES

- Keep composure when feeling angry, defensive, or intimidated.

## 04 DESCRIBE THE GAP

- Lead with the facts (not stories or interpretations), follow with a question.

## 05 MAKE IT SAFE

- Create psychological safety so you can talk with almost anyone about almost anything.

## 06 DIAGNOSE

- Identify what caused the gap between expectations and behavior.

## 07 MAKE IT EASY

- Reduce barriers to keeping commitments.

## 08 MAKE IT MOTIVATING

- Help others want to take action.

## 09 MOVE TO ACTION

- Turn each accountability discussion into a course of action that leads to results.

# Behavioral Outcomes

When people have the skills to hold peers accountable, they're better at correcting performance problems, preventing potential disasters, and preserving and strengthening relationships.



## Hold Anyone Accountable

Speak up no matter the person's power, position, or temperament.



## Manage Projects without Taking Over

Help others avoid excuses, keep projects on track, and resolve performance barriers.



## Master Performance Discussions

Get positive results *and* maintain good relationships.



## Improve Performance

Agree on a plan, follow up, engage in good reporting practices, and manage new expectations.



## Motivate Others without Force

Permanently resolve problems by clarifying natural consequences.



# Delivery Options and Participant Materials

Crucial Accountability is available in two formats to meet the unique needs of your team or organization. Each format is optimized for skill development and an engaging learning experience.

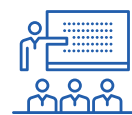


## LIVE ONLINE

Virtual, instructor-led training is delivered in five two-hour sessions.

### MATERIALS

- Digital Crucial Accountability Toolkit
- Crucial Accountability model card
- eBook of the *New York Times* bestseller, *Crucial Accountability*
- Certificate of completion
- Crucial Accountability Audio Lessons



## LIVE

Instructor-led, in-person training is available as a one-day (six hours) or two-day (12 hours) classroom course.

### MATERIALS

- Crucial Accountability Toolkit
- Crucial Accountability model card
- Copy of the *New York Times* bestseller, *Crucial Accountability*
- Certificate of completion
- Crucial Accountability Audio Lessons

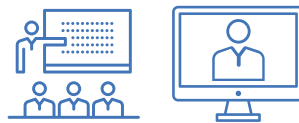
# Three Implementation Options

We also offer three ways to experience training: attend a public workshop, bring in a VitalSmarts trainer, or have an internal leader get certified to train employees.



## PUBLIC WORKSHOP

Your employees attend a Live Online or Live public workshop. Visit [vital-smarts.com/events](https://vital-smarts.com/events) to find a workshop near you.



## IN-HOUSE TRAINING

Bring in a VitalSmarts Master Trainer to train the Live or Live Online course across your organization.

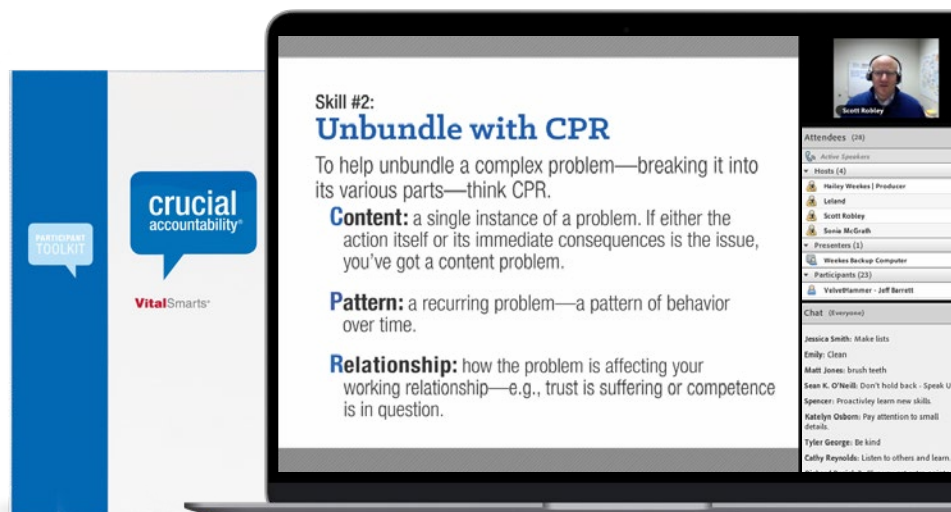


## TRAINER CERTIFICATION

Certify an internal leader to train the Live or Live Online course to employees. Trainer certification courses are offered both Live and Live Online.

“VitalSmarts Live Online training has gone so well. We have loved delivering the training at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged through a four-hour training session.”

—Jennifer Dootson, d-wise



# Accountability in Action

Our research shows that when people see accountability as “someone else’s job,” they waste time and resources, costing on average \$1,500 and an eight-hour workday for every accountability discussion they avoid. These costs multiply when you consider that 95% of people report struggling to hold their colleagues accountable. On the other hand, when people have a skillset for effectively holding peers accountable, they see improvements across the organization.

## TEAMWORK

**Dallas Housing Authority** eliminated silos between departments and helped employees resolve conflicts with peers and supervisors.

## SAFETY

**Pride International** improved their total incident rate by 55% and reported zero accidents that required employees to miss time on the job.

## EFFICIENCY

**San Antonio School District** saw a 50% drop in grievances that previously clogged their administrative system.

## ENGAGEMENT

**Orkin** saw an 8% decrease in turnover, and **Pride International** decreased turnover by 40%.



## Trusted By



# What People Are Saying

Clients agree Crucial Accountability addresses the central challenges managers and employees face at all levels of the organization.

“Crucial Accountability showed management how to stop avoiding conflict and helped them recognize that holding others accountable is healthy.”

— Ardie Harrison, Vice President of Human Resources, Dallas Housing Authority

“Crucial Accountability gives leaders simple, effective tools to address tough problems and move to resolution.”

—Quint Studer, CEO, Studer Group

“Crucial Accountability has changed my life. My stress levels have been reduced, my employees are much happier, and I have secured the cooperation of several people who are ‘difficult.’”

—Pamela Popper, The Wellness Forum



## The VitalSmarts Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results. Discover what sets us apart from the rest.



### Award-Winning Instructional Design

From our innovative training platform to our award-winning original video content, our courses are some of the highest-rated in the industry.



### Research-Backed Skills

The skills and principles we train are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.



### Customer Satisfaction

More than 93% of our customers say they are likely to very likely to recommend VitalSmarts.



### Results

We've helped more than 300 of the Fortune 500 realize significant results using our proven methods.



# The VitalSmarts Suite

While a powerful solution in its own right, Crucial Accountability belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## COMMUNICATION



Dialogue



Accountability

## EFFECTIVENESS



Productivity



Performance

## LEADERSHIP



Change

# crucial accountability®

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*Take the Next Step*

Bring Crucial Accountability to your organization  
and build a **healthy and high-performance culture.**

Call 1.800.449.5989 or visit us at [vitalsmarts.com](https://vitalsmarts.com).

## **About VitalSmarts**

Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, Getting Things Done®, The Power of Habit™, and Influencer Training® and *New York Times* best-selling books of the same titles. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 2 million people worldwide.

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