



Crucial Conversations

WHAT'S NEW IN CRUCIAL CONVERSATIONS?

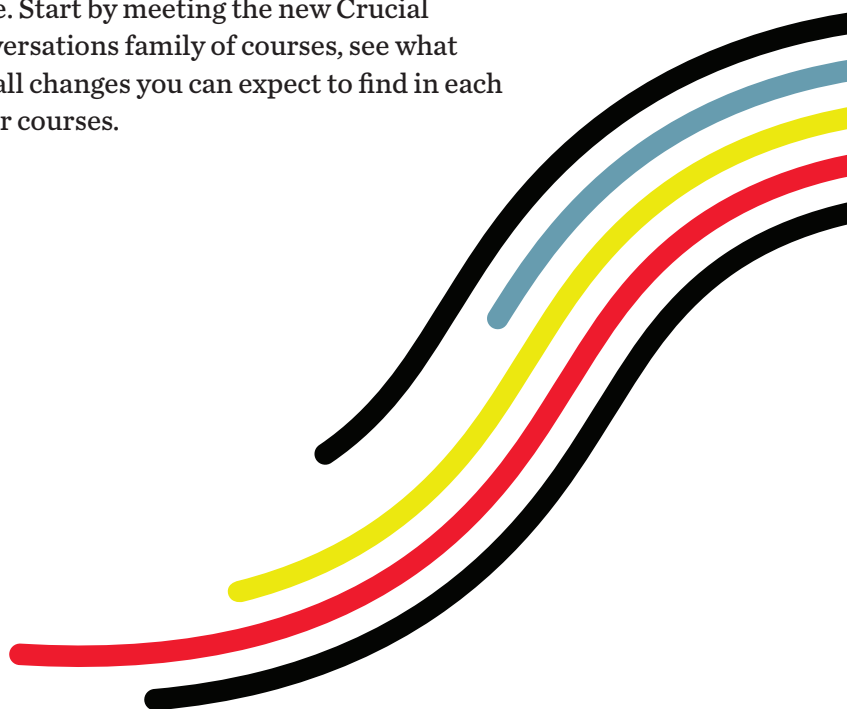
TIMELESS SKILLS. FOR TODAY.

In our reimagined and re-engineered courses, our award-winning learning solutions offer the same timeless skills that have helped more than 1 million people improve their results and relationships. Now, Crucial Conversations is more inclusive, flexible, and accessible than ever before.

Learn our skills for effective dialogue and accountability with new videos and material that speak to the current challenges you face. In our new Crucial Conversations courses, you'll find:

- More Diversity
- Relevant Topics
- Updated Look & Feel
- Streamlined User Experience
- Tools to Create Blended Learning

In this overview, you'll find a detailed review of the changes and improvements we've made. Start by meeting the new Crucial Conversations family of courses, see what overall changes you can expect to find in each of our courses.





Meet the New Crucial Conversations Family

We've expanded the Crucial Conversations family of courses. It now includes two courses: one focused on dialogue and one focused on accountability. In addition, each course also includes an add-on offering so learners can easily learn the full set of dialogue and accountability skills regardless of which skill set they choose to start with.



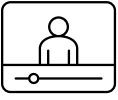


Crucial Conversations.
FOR MASTERING DIALOGUE

(Formerly Crucial Conversations)

This course is for anyone looking to become a better communicator. Learn effective communication skills and gain the confidence to speak up to anyone about anything.

The new course is now available in the following formats and includes the following materials:

FORMAT	NEW COURSE	LEGACY COURSE
<div> In-Person</div>	<ul style="list-style-type: none">• 2 days• 138-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format)	<ul style="list-style-type: none">• 2 days• 164-page learner guide
<div> Virtual</div>	<ul style="list-style-type: none">• Five 2.5-hour sessions• 138-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format)	<ul style="list-style-type: none">• Five 2-hour sessions• 40-page learner guide
<div> On-Demand</div>	<ul style="list-style-type: none">• 6–8 hours• 15 job aids and tip sheets	<ul style="list-style-type: none">• 8–10 hours• 43-page learner guide

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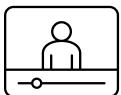
Crucial Conversations[®] FOR MASTERING DIALOGUE

ADD ON

(Formerly Crucial Conversations Add-on)

This course is designed for graduates of Crucial Conversations for Accountability and will help learners continue their mastery of Crucial Conversations by learning the skills to achieve effective dialogue and speak up to anyone about anything.

The new course is now available in the following formats and includes the following materials:

FORMAT	NEW COURSE	LEGACY COURSE
 In-Person	<ul style="list-style-type: none"> • 1 day • 61-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format) 	<ul style="list-style-type: none"> • 1 day • 35-page learner guide + 4 pages of job aids and tips
 Virtual	<ul style="list-style-type: none"> • Three 2-hr sessions • 61-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format) 	<ul style="list-style-type: none"> • Three 2-hr sessions • 35-page learner guide + 4 pages of job aids and tips
 On-Demand	<ul style="list-style-type: none"> • 3-5 hours • 5 job aids and tip sheets 	



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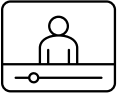


Crucial Conversations.
FOR ACCOUNTABILITY

(Formerly Crucial Accountability)

This course is for people who manage the performance of others. Learn how to address performance gaps in a way that strengthens relationships.

The new course is now available in the following formats and includes the following materials:

FORMAT	NEW COURSE	LEGACY COURSE
 In-Person	<ul style="list-style-type: none">• 2 days• 132-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format)	<ul style="list-style-type: none">• 2 days• 181-page learner guide
 Virtual	<ul style="list-style-type: none">• Five 2.5-hr sessions• 132-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format)	<ul style="list-style-type: none">• Three 2-hr sessions• 47-page learner guide
 On-Demand	<ul style="list-style-type: none">• 6-8 hours• 5 job aids and tip sheets	

WHAT'S NEW IN CRUCIAL CONVERSATIONS?





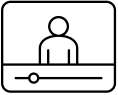
Crucial Conversations.
FOR ACCOUNTABILITY

ADD ON

(Formerly Crucial Accountability Add-on)

This course is designed for graduates of Crucial Conversations for Mastering Dialogue and will help learners continue their mastery of Crucial Conversations by learning the skills to manage the performance of others and address performance gaps in a way that strengthens relationships.

The new course is now available in the following formats and includes the following materials:

FORMAT	NEW COURSE	LEGACY COURSE
 In-Person	<ul style="list-style-type: none"> 1 day 59-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format) 	<ul style="list-style-type: none"> 1 day 34-page learner guide + 4 pages of job aids and tips
 Virtual	<ul style="list-style-type: none"> Three 2-hr sessions 59-page learner guide + 9 pages of job aids and tips (same learner guide as used for in-person format) 	<ul style="list-style-type: none"> Five 2-hr sessions 34-page learner guide + 4 pages of job aids and tips
 On-Demand	<ul style="list-style-type: none"> 3-5 hours 15 job aids and tip sheets 	

Overall Course Changes

ONE INSTRUCTOR-LED COURSE

We have created one instructor-led course for Crucial Conversations for Mastering Dialogue and one for Crucial Conversations for Accountability that can be delivered either in-person or virtually, both formats will cover the exact same content. Regardless of delivery format, the course has the same learner guide and trainer guide which will be delivered as either a physical or digital guide. Presentation slides will differ slightly for exercise instructions.

NEW ON-DEMAND COURSES

We have created new on-demand courses for Crucial Conversations for Accountability (formerly Crucial Accountability) and the add-on courses. The on-demand courses do not include a learner guide. Instead, learners will have the option to download job aids and tip sheets throughout the course.

STREAMLINED CONTENT

The first six lessons of Crucial Conversations for Mastering Dialogue and Crucial Conversations for Accountability are essentially each the same skills and principles. This ensures learners can avoid unnecessary repetition when they choose to add-on the additional skillset.

COMPLETELY UPDATED VIDEOS

We have updated all of our skill videos. You'll see more diversity in actors, especially in leadership roles; new races and ethnicities not previously represented; more modern spaces and backgrounds; new subject matter experts; and updated and relevant scenarios including diversity and inclusion, multi-generational workplaces, virtual teams, and holding virtual Crucial Conversations.

CONTENT CHANGES

We've updated the concept of Silence and Violence to Silence and Verbal Violence. We've also added two new skills: Share Your Good Intent and Respond with ABC.

CHANGES TO TRACKS AND FOCUSED FORMAT

- Currently, the new Crucial Conversations does not include separate tracks for casual attire, K-12, or the 2019 videos.
- For those training in healthcare, you can access many of the healthcare videos from the legacy version and use in place of new videos.
- The new course is not available in the 1-day Focused format option. Instead, we have provided detailed instructions for how to deliver shorter courses for both in-person and virtual formats.
- We will no longer offer both 5-session and 7-session options for virtual Crucial Conversations courses. There is one virtual option: five 2.5-hour sessions for the full courses and three 2-hour sessions for the add-on courses. Unlike previous versions, the virtual course does not omit any principles or skills.



Detailed Course Changes

THE COURSE INCLUDES THE FOLLOWING UPDATES:

- 39 updated skill videos (the legacy course had 47 videos).
- More focus on “sounds like” examples throughout.
- Changes to lessons including re-ordered lessons, splitting Master My Stories into two lessons, renaming Make It Safe II to Seek Mutual Purpose.

NEW COURSE DETAILS	LEGACY COURSE DETAILS
Crucial Conversations for Mastering Dialogue	Crucial Conversations
1. Get Unstuck	1. Get Unstuck
2. Master My Stories I	2. Start with Heart
3. Master My Stories II	3. Master My Stories
4. Start with Heart	4. STATE My Path
5. State My Path	5. Learn to Look
6. Make It Safe	6. Make It Safe I
7. Learn to Look	7. Make It Safe II
8. Seek Mutual Purpose	8. Explore Others' Paths
9. Explore Others' Paths	9. Move to action
10. Move to action	

NEW COURSE DETAILS	LEGACY COURSE DETAILS
Crucial Conversations for Mastering Dialogue Add-on	Crucial Conversations Add-on
1. Introduction	1. Introduction
2. Learn to Look	2. STATE My Path
3. Seek Mutual Purpose	3. Learn to Look
4. Explore Others' Paths	4. Make It Safe
5. Move to action	5. Explore Others' Paths
	6. Move to Action



WHAT'S NEW IN CRUCIAL CONVERSATIONS?



Crucial Conversations[®]

FOR ACCOUNTABILITY

THE COURSE INCLUDES THE FOLLOWING UPDATES

- 54 updated skill videos (the legacy course had 39 videos).
- More focus on “sounds like” examples throughout.
- Changes to lessons including re-ordered lessons, splitting Master My Stories into two lessons, changed the Describe the Gap lesson to State My Path.

NEW COURSE DETAILS	LEGACY COURSE DETAILS
Crucial Conversations for Accountability	Crucial Accountability
<ol style="list-style-type: none">1. Get Unstuck2. Master My Stories I3. Master My Stories II4. Start with Heart5. State My Path6. Make It Safe7. Diagnose8. Make It Easy9. Make It Motivating10. Move to Action	<ol style="list-style-type: none">1. Get Unstuck2. Start with Heart3. Master My Stories4. Describe the Gap5. Make it Safe6. Diagnose7. Make It Easy8. Make It Motivating9. Move to Action

NEW COURSE DETAILS	LEGACY COURSE DETAILS
Crucial Conversations for Accountability Add-on	Crucial Accountability Add-on
<ol style="list-style-type: none">1. Introduction2. Diagnose3. Make It Easy4. Make It Motivating5. Move to Action	<ol style="list-style-type: none">1. Introduction2. Describe the Gap3. Diagnose4. Make It Easy5. Make It Motivating6. Move to Action