Crucial Learning

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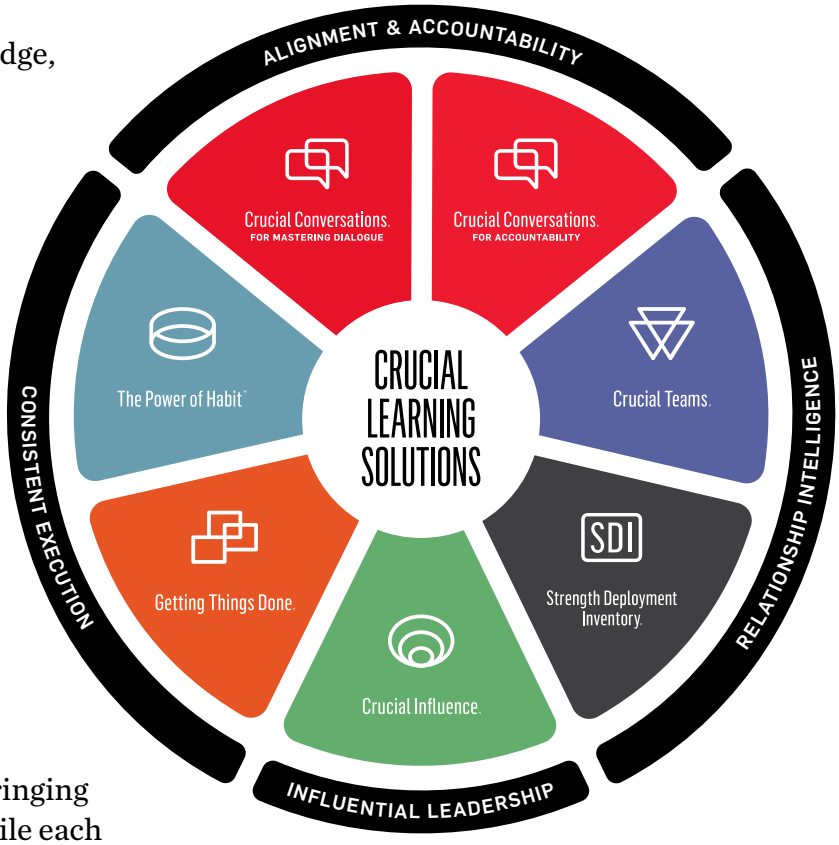
SOLUTIONS



THE HUMAN SIDE OF HIGH PERFORMANCE™

Your strategy is only as good as your human system's ability to execute it.

Organizations today have more knowledge, technology, and talent than ever—and yet chronic problems persist. Change initiatives stall. AI investments underperform. Safety incidents recur. The challenge isn't strategy alone. ***It's human behavior.***



Our solutions address the human side of performance by helping people recognize the moments that matter, understand the behaviors that lead to better outcomes, and respond in ways that turn priorities into results.

In this catalog you'll see the distinct execution challenges each solution addresses, along with the options for bringing them to your team or organization. While each solution delivers value on its own, our research found a strong relationship between these behaviors and how respondents rated their organizations' ability to execute and innovate.

Solutions at a Glance

Explore solutions that strengthen execution by improving how people respond when it matters most.

ALIGNMENT & ACCOUNTABILITY

SOLUTION	LEARNING OUTCOMES	AUDIENCES	ORGANIZATIONAL OUTCOMES	FORMATS
Crucial Conversations. FOR MASTERING DIALOGUE	*Improve how people speak up, navigate disagreement, and keep dialogue productive under pressure.*	Individuals Managers Leaders	• Improve decision speed and alignment. • Surface risks and problems earlier. • Reduce silence and defensiveness. • Strengthen alignment under pressure.	In-Person
Crucial Conversations. FOR ACCOUNTABILITY	*Strengthen accountability by addressing missed expectations and resolving performance gaps earlier.*	Managers Leaders	• Improve accountability and follow-through. • Resolve recurring performance gaps earlier. • Reduce unresolved execution breakdowns. • Clarify expectations and ownership.	In-Person

CONSISTENT EXECUTION

SOLUTION	LEARNING OUTCOMES	AUDIENCES	ORGANIZATIONAL OUTCOMES	FORMATS
Getting Things Done.	*Improve how people manage commitments, priorities, and workflow in fast-moving environments.*	Individuals Managers Leaders	• Reduce reactive work and overload. • Improve reliability across priorities. • Reduce dropped commitments. • Increase productivity.	In-Person
The Power of Habit™	*Build habits that improve consistency, adaptability, and sustained behavior change.*	Individuals	• Strengthen individual reliability. • Reduce reversion to old patterns. • Improve adaptability during change. • Reinforce consistent execution.	In-Person

RELATIONSHIP INTELLIGENCE

SOLUTION	LEARNING OUTCOMES	AUDIENCES	ORGANIZATIONAL OUTCOMES	FORMATS
Crucial Teams.	*Strengthen collaboration, coordination, and alignment across teams and functions.*	Individuals Managers Leaders	• Reduce team friction and misalignment. • Strengthen collaboration and trust. • Improve cross-functional coordination. • Reduce recurring team breakdowns.	In-Person
SDI Strength Deployment Inventory.	*Improve understanding of the motives and tendencies of yourself and others to strengthen workplace relationships.*	Individuals Managers Leaders	• Improve working relationships. • Reduce interpersonal friction. • Navigate conflict more effectively. • Strengthen interpersonal effectiveness.	Online Assessment

INFLUENTIAL LEADERSHIP

SOLUTION	LEARNING OUTCOMES	AUDIENCES	ORGANIZATIONAL OUTCOMES	FORMATS
Crucial Influence.	*Improve how leaders influence and sustain behavior change across teams and systems.*	Managers Leaders	• Increase adoption of strategic priorities. • Reduce regression to old behaviors. • Strengthen change execution. • Improve organizational adaptability.	In-Person

Crucial Conversations®
FOR MASTERING DIALOGUE



THE CONVERSATIONS THAT SHAPE RESULTS

Whenever you're not getting the results you want, it's likely an important conversation either hasn't happened or hasn't been handled well. In fact, both individual and organizational success are largely determined by how quickly, directly, and effectively we speak up when it matters most. At the heart of healthy, high-performance organizations are people willing and able to hold Crucial Conversations.

DIALOGUE IS THE DIFFERENCE

THERE IS A BETTER WAY

A Crucial Conversation is a discussion between two or more people where the stakes are high, opinions vary, and emotions run strong. When conversations turn crucial, people tend to follow one of two ineffective paths: they either speak directly and abrasively to get results and harm relationships, or they remain silent with the hope of preserving relationships only to sacrifice results.

Crucial Conversations for Mastering Dialogue helps people recognize these moments and respond in ways that keep dialogue open, surface important issues, and move work forward.

Organizational Benefits

Used by more than one million people and 300 of the Fortune 500, Crucial Conversations® for Mastering Dialogue helps organizations strengthen how people ***navigate disagreement to improve decision-making, alignment, and execution.***

TEAMWORK

Employees at Maine General Health were 167% more likely to speak up and resolve problems with colleagues.

COST

AT&T reduced billing costs by 30% and another large telecom provider reduced customer care expenses by $20 million annually.

CULTURE

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

SAVINGS

The City of Greater Geraldton reported $10 million in savings, streamlined operations, and transformed culture.

SAFETY

Pride International reduced safety incidents by 55% in one year.

ENGAGEMENT

Rocky Mountain Equipment reduced turnover from 30% to 16%.

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IN-PERSON

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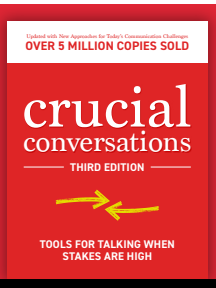
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About the Book

With more than five million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organizations and changed the way millions of people communicate.



Crucial Conversations®
FOR ACCOUNTABILITY

RESTORE FOLLOW-THROUGH



Organizational performance depends on people following through on commitments. When expectations aren't met, deadlines slip, quality declines, and frustration grows. Yet many people avoid addressing these moments because the conversation feels uncomfortable or confrontational.

Effective accountability isn't about policing performance or relying on processes. It's about addressing missed expectations early, resolving problems directly, and restoring clear commitments so work can move forward.

KEEPING COMMITMENTS ON TRACK

ACCOUNTABILITY AT WORK

Crucial Conversations® for Accountability helps people address missed expectations in ways that strengthen trust, restore follow-through, and improve reliability. It equips people to have accountability conversations with peers, regardless of position or authority.

When people throughout an organization can address performance concerns directly and respectfully, they're better able to resolve problems early, reduce recurring issues, and strengthen the relationships that support consistent execution.

Accountability In Action

Anyone responsible for turning commitments into results will recognize the challenges addressed in Crucial Conversations® for Accountability. ***Participants learn to address missed expectations in ways that restore follow-through and strengthen working relationships.***

TEAMWORK

Dallas Housing Authority eliminated silos between departments and helped employees take initiative to resolve conflicts with their supervisors.

SAFETY

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

ENGAGEMENT

St. Joseph's Healthcare reported reduction in sick leave from 15 to 12 days per full-time employee, and employee satisfaction rates were 64% higher than provincial average.

EFFICIENCY

San Antonio School District saw a 50% drop in grievances.

RETENTION

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

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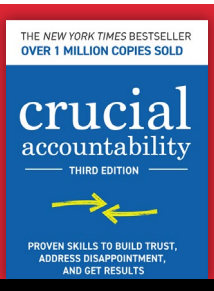
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About the Book

With more than one million copies sold, *Crucial Accountability* is the *New York Times* business bestseller that's transformed organizations and changed the way people communicate.



Getting Things Done®

PRODUCTIVITY WITH PURPOSE



The success of critical projects and programs requires the skill, energy, and focus of every team member. In a recent survey, respondents estimated that when just one or two team members misses deadlines, works on the wrong priorities, or forgets tasks, team productivity is cut by an average of 24%. Conversely, when teams use the GTD® skills, they report greater clarity, more reliable follow-through, and improved collaboration—helping teams stay aligned and focused on the work that matters most.

TURN PRIORITIES INTO CONSISTENT ACTION

BRING ORDER TO MODERN WORK

Developed more than 30 years ago by *New York Times* bestselling author David Allen, Getting Things Done (GTD) provides a practical system for managing commitments in today's increasingly complex work environment.

Rather than relying on memory, people learn a trusted approach for capturing, clarifying, organizing, and reviewing work. Research shows GTD reduces cognitive load and sustains focus, helping people devote more attention to meaningful work instead of tracking competing demands.

GTD isn't about doing more. It's about managing work with greater clarity and confidence—so people can make and keep commitments, adapt to change, and focus on the work that matters most.

A Better Way to Work

Organizations using Getting Things Done® report stronger focus, more reliable follow-through, and ***greater confidence managing competing priorities.***

EXECUTION

People who use the GTD skills are 55 times less likely to say they start projects that never get finished and 18 times less likely to say they often feel overwhelmed.

TIME MANAGEMENT

At MasterControl, 80% of GTD graduates said they are better at processing their email inbox. They also reported a strong correlation between their new GTD skills and a positive trend in customer feedback.

PERFORMANCE

At Qualtrics, 100% of GTD graduates said they improved their ability to hit deadlines and deliver on commitments. And 96% said GTD helped them improve their daily effectiveness or ability to execute and stay on course.

EFFICIENCY

Nine of ten GTD graduates report their new time management skills save them an average of 21 to 40 minutes EACH DAY.

ENGAGEMENT

At Menlo Innovations, employees reported that the GTD skills helped them reduce stress and find greater joy in their work.

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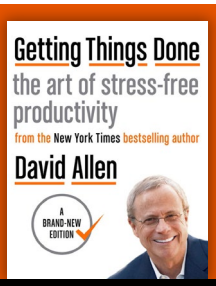
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About the Book

The *New York Times* bestseller *Getting Things Done: The Art of Stress-Free Productivity* brings together decades of research and a gold mine of strategies for getting more accomplished with less effort.



The Power of Habit™

ADAPT BEHAVIOR WITH INTENTION



Knowing what to do is rarely the hardest part of change. The challenge is turning good intentions into consistent action. Too often, people fall back into familiar patterns—even when they know a better approach.

The Power of Habit helps people understand how habits form, why they persist, and how to replace unproductive patterns with ones that support better outcomes over time.

BETTER HABITS. BETTER OUTCOMES.

THE SCIENCE OF LASTING CHANGE

Based on Charles Duhigg's bestselling book and the latest research on habit formation, The Power of Habit provides a practical framework for adapting to change purposefully.

Rather than relying on willpower alone, participants learn how to recognize the cues and routines that shape behavior and apply proven strategies for building habits that endure.

The result isn't simply changing one habit. It's gaining a practical approach for adapting behavior whenever new challenges, priorities, or goals emerge.

Adapt. Improve. Repeat.

*Organizations use The Power of Habit™ to help people **adapt behaviors that support stronger performance, leadership, engagement, and agility.***

ENGAGEMENT

As people increase their ability to build good habits, they become more engaged in work and life and take greater responsibility for outcomes.

EFFICIENCY

The Alcoa Corporation automated a behavioral safety routine that dramatically improved not only safety, but also efficiency, productivity, and revenue.

QUALITY & SAFETY

Only by implementing measures and training that foster habit formation can organizations successfully help employees meet quality, safety, regulatory, or cultural standards.

DEVELOPMENT

When employees know how to leverage their behavior, they can more quickly adopt new skills and turn them into habits.

PERFORMANCE

Simple changes to habits are shown to drastically alter workplace performance and life outcomes.

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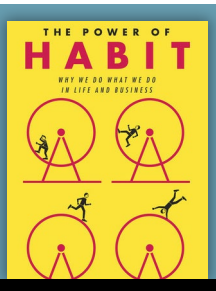
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About the Book

Charles Duhigg's *New York Times* bestseller sparked a worldwide fascination with the science of habits and continues to transform individuals and organizations.



Crucial Influence®

ALIGN BEHAVIOR TO STRATEGIC GOALS



Based on decades of social science research and our work with successful leaders around the world, Crucial Influence reveals the six sources that shape human behavior and provides a practical model for changing it.

Rather than relying on a single tactic, leaders learn how personal, social, and structural influences work together—and how to apply them to create meaningful, lasting behavior change.

THE SCIENCE OF LASTING CHANGE

CHANGE BEHAVIOR WITH CONFIDENCE

Based on decades of social science research and the work of successful leaders around the world, Crucial Influence reveals the six sources that shape human behavior and provides a practical model for changing it.

Rather than relying on a single tactic, leaders learn how personal, social, and structural influences work together—and how to apply them to create meaningful, lasting behavior change.

Change Behavior. Change Results.

*Organizations use Crucial Influence® to **address behavior patterns that affect safety, sales performance, operational excellence, profitability, and other strategic priorities.***

SALES PROCESS

Gallery Furniture increased sales by $250,000 per month. The company also saw a $1 million reduction in annual expenses.

PATIENT SATISFACTION

Patient satisfaction scores at Children's Minnesota jumped by 10%. They also decreased patient wait times.

CUSTOMER SERVICE

Michigan's Department of Human Services improved its customer service rating by 38%.

COMPLIANCE

Spectrum Health improved hand hygiene compliance from 60% to 90%.

SAFETY

Newmont Mining experienced 73% fewer serious injuries recorded on the job.

QUALITY

Menlo Innovations reduced the number of man-hours dedicated to emergencies by 30%.

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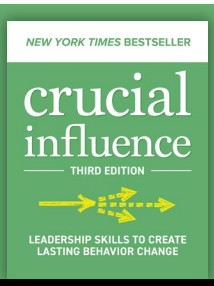
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About the Book

An immediate *New York Times* business bestseller, *Crucial Influence: Leadership Skills to Create Lasting Behavior Change* delivers a proven model for changing entrenched behaviors across small teams and entire organizations.



Crucial Teams®

ELEVATE TEAM PERFORMANCE



Every team experiences disagreement, changing priorities, and moments of tension. The difference isn't whether friction exists—it's how people understand and respond to it.

Strong teams recognize the relationship patterns that shape collaboration. They understand what drives their own responses, appreciate what motivates others, and adapt how they work together over time.

FRICTION IS INEVITABLE, POOR PERFORMANCE OPTIONAL.

BUILD BETTER WORKING RELATIONSHIPS

Built on the Strength Deployment Inventory® (SDI®), Crucial Teams® helps people understand the motives that drive behavior and the relationship dynamics that influence collaboration.

Instead of allowing differences to create recurring conflict or misunderstanding, teams learn how to recognize patterns, strengthen trust, and work through challenges in ways that improve both relationships and results.

When people understand why friction happens—and how to respond productively—they turn differences into stronger collaboration and more effective teamwork.

Turn Friction into Collaboration

*By helping people understand the motives and relationship dynamics that shape collaboration, Crucial Teams® **helps teams reduce unnecessary conflict, strengthen trust, and work together more effectively.***

COLLABORATION

People understand and leverage different working styles, turning friction into an opportunity for innovation and better decision-making.

EFFICIENCY

When team members understand the 'why' behind each other's behaviors and preferences, they can adapt their approach to work together more effectively.

TEAM UNITY

Build unity not through conformity, but by helping teams appreciate and leverage their differences while working toward shared goals.

TEAM CULTURE AND ENGAGEMENT

Foster cultures where differences are valued rather than merely tolerated, leading to higher engagement and team morale.

TRUST

Having a genuine understanding of your teammates rather than shallow assumptions builds lasting trust.

PSYCHOLOGICAL SAFETY

When people have a generous view of their teammates, they feel safer speaking up, sharing ideas, and being themselves at work.

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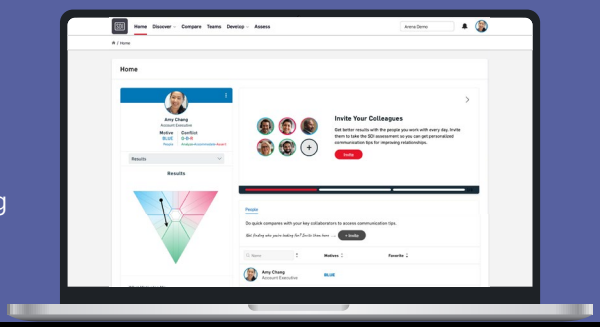
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Powered by Insights from the SDI

At the core of Crucial Teams is the Strength Deployment Inventory, a scientifically validated assessment that provides insights into a person's motives and strengths, as well as how they experience conflict. Team members draw on the their SDI personalized report and the Crucial Learning Platform to gain greater understanding of themselves and each other.



SDI Strength Deployment Inventory®

REDUCE FRICTION, IMPROVE COLLABORATION



Strong workplace relationships don't happen by accident. They depend on self-awareness and understanding others—especially when priorities shift, conflict arises, or pressure increases.

The Strength Deployment Inventory® (SDI®) helps people understand the motives behind their own behavior, recognize what drives others, and respond in ways that strengthen trust and collaboration over time.

HEALTHY RELATIONSHIPS DRIVE RESULTS

GET TO KNOW THE SDI

The Strength Deployment Inventory is a relationship intelligence assessment that provides insight into the motives that drive behavior, how those motives shift during conflict, and the strengths people bring to their work and relationships.

By helping people better understand themselves and others, SDI builds the awareness needed to improve communication, strengthen trust, and create more productive workplace relationships.

The result is greater insight into the patterns that shape relationships—and practical ways to improve them, one interaction at a time.

Relationship Intelligence

Organizations use SDI® to strengthen communication, improve collaboration, develop leaders, and build healthier working relationships.

TEAM BUILDING

SDI insights improve self-awareness and greater understanding of others. This insights can lead to more effective communication, collaboration, and conflict resolution.

LEADERSHIP DEVELOPMENT

Help leaders understand how to connect people's intrinsic motives and strengths to organizational goals.

CURRICULUM INTEGRATION

Easily add the SDI assessment to any existing course or learning initiative to improve the effectiveness and application of learning goals.

INDIVIDUAL DEVELOPMENT AND SELF-AWARENESS

Better understand your motives, how you show up in conflict, and how your strengths can limit effectiveness when overdone.

CONFLICT RESOLUTION & MEDIATION

Understand the motives and communication styles of those involved in disputes. Identify and resolve sources of the conflict.

COACHING & PERFORMANCE MANAGEMENT

Provide more meaningful feedback and coaching to team members by connecting performance standards to people's motives and strengths.

EXPERIENCING THE SDI

The Strength Deployment Inventory is an engaging online assessment that provides results immediately upon completion. Learners are guided through an interactive experience that introduces all four views of themselves. Most complete the assessment in 20 to 30 minutes.

Results include a self-paced debrief with personalized videos, interactive content, a downloadable PDF report, and additional resources available through the Crucial Learning Platform.

Available on desktop and mobile, the Crucial Learning Platform gives individuals and teams a shared view of the motives, strengths, and conflict responses that shape how they work together. With greater insight into one another, teams can strengthen collaboration, improve communication, and navigate conflict more effectively.

Founded on practical theory and social science

The SDI stands on a foundation of practical application, scholarship, and research that began with Elias Porter's introduction of the SDI in 1971 and publication of Relationship Awareness Theory. The theory has roots in psychoanalytic work of Erich Fromm and Karen Horney. Porter was a peer of Carl Rogers and helped to develop Client-Centered Therapy.

Choose the Right Delivery Approach

Organizations differ in scale, timing, internal capability, and the level of support they need. Crucial Learning offers three ways to bring our solutions to your people: public courses, private courses led by a Crucial Learning master trainer, and private courses led by a certified facilitator within your organization.

Choose the approach that best fits your goals, audience, and implementation plan.

PUBLIC COURSES

Enrol individuals or small groups in scheduled in-person courses. Public courses provide direct access to Crucial Learning instruction without requiring a private organisational rollout.

Visit humanedge.co.za for available dates and details.

PRIVATE COURSES

Bring a Crucial Learning master trainer to your organisation for a private in-person course.

Private delivery allows you to align timing, audience and application with your organisation's priorities.

Contact The Human Edge to explore private delivery options.

Visit humanedge.co.za.

TRAINER CERTIFICATION

Build internal capability by certifying a leader or facilitator to deliver selected Crucial Learning courses within your organization.

Certification supports broader reach, consistent reinforcement, and learning that can be integrated into ongoing organizational priorities.



Bring SDI Insights to Work

Organizations can implement the Strength Deployment Inventory® in several ways depending on whether they want to build internal expertise, engage a Crucial Learning facilitator, or help a team address ongoing relationship dynamics.

CERTIFICATION

Prepare internal facilitators to lead workshops that guide groups through their SDI results. Certification builds the knowledge and facilitation capability needed to help people understand motives, strengths, conflict responses, and patterns of interaction.



PRIVATE FACILITATION

Bring an SDI master facilitator to your team or organization for a tailored experience. Workshops help people interpret their results, understand one another more accurately, and identify where assumptions or misinterpreted intent may be creating unnecessary friction.

CRUCIAL TEAMS COURSE

Use Crucial Teams® when the challenge extends beyond understanding individual motives to managing how a team works together over time.

Built on SDI insights, Crucial Teams helps teams address unresolved history, respond more effectively in current interactions, and clarify expectations for working together going forward.

CERTIFICATION

Build internal capability to extend learning, support application, and reinforce new ways of working across your organization.

Certification prepares internal leaders and facilitators to deliver selected Crucial Learning courses and SDI workshops. This can help organizations reach more people, connect learning to internal priorities, and provide ongoing reinforcement after the initial experience.

WHY GET CERTIFIED?

Expand access across teams, functions, and locations.	Build internal facilitation and coaching capability.	Reinforce application through ongoing discussion and practice.	Adapt examples and implementation to your organizational context.	Join a global community of more than 16,000 facilitators.

HOW DO YOU GET CERTIFIED?

The path to certification is simple: first experience the course or assessment, then learn how to deliver it to others.

01 COMPLETE THE COURSE OR ASSESSMENT

Attend an in-person course. The SDI assessment is available online and can be completed at your own pace.

02 COMPLETE CERTIFICATION

After completing the course or assessment, attend a certification course. You'll be prepared to deliver the course or facilitate the assessment in person.

CRUCIAL CONSULTING

FLEXIBLE SOLUTIONS FOR COMPLEX CHALLENGES

Whether you're trying to reshape your company culture, achieve important goals, improve performance and relationships, or rescue at-risk initiatives, our experts will partner with you to help you solve your challenges.

FROM CHALLENGE TO SUSTAINED CHANGE

Our consultants partner with your leaders from initial diagnosis through implementation—helping you define and align, design and scope, plan and build, implement and iterate, and measure and sustain.

Whether you're working to strengthen culture, implement a critical initiative, improve performance and relationships, or turn around an at-risk priority, we tailor the engagement to the scope and complexity of the challenge.



TAILORED SUPPORT FOR THE WORK THAT MATTERS MOST

INTEGRATION & DESIGN

Expert advisory services and customized process, module, and job aid design that embeds Crucial Learning content and IP into your existing initiatives.

CUSTOM DELIVERY

Tailored experiences designed around your strategic priorities and operational challenges.

COACHING FOR IMPACT

Focused support for applying Crucial Learning content, models, and assessments to employee challenges.

CHANGE THAT LASTS

Strategies that engage and align leaders, drive adoption, and support sustained success.

SPEECHES

A keynote speech can do more than inspire. It can help leaders and teams recognize the human patterns that shape how work gets done.

Crucial Learning speakers explore the workplace challenges organizations face every day—from speaking up and restoring accountability to changing behavior, managing priorities, and strengthening relationships. Each presentation is designed to spark meaningful conversations and build momentum for action.

We'll tailor a keynote to your organisation's goals, audience, and priorities. Contact The Human Edge to discuss your event and delivery requirements.

Drawing on decades of research and experience, our speakers combine practical insight with real-world examples to help audiences better understand the human side of performance.





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The Crucial Learning Difference



Organizations need more than content. They need learning experiences that help people build practical skills, learn from one another, and apply those skills to the moments that shape performance.

01

DESIGNED FOR PRACTICAL APPLICATION

Our award-winning courses and assessments combine engaging instruction, realistic examples, and practice to help people turn insight into action.

02

SOCIAL LEARNING THAT STICKS

Our in-person courses bring people together to practise skills, exchange perspectives, and work through real challenges, building shared language and stronger capability across teams.

03

PROVEN RESULTS

90% of surveyed clients say the skills taught in Crucial Learning courses and assessments change behavior and contribute to better organizational results.

04

RESEARCH-BACKED SKILLS

Our skills and principles are rooted in social science and supported by findings that have been demonstrated and replicated in peer-reviewed research.

79% of surveyed clients report a payback on their investment in Crucial Learning solutions within seven months.

When you put people first, everything else improves.

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ABOUT CRUCIAL LEARNING

Crucial Learning helps organizations turn strategy into results by addressing a hidden constraint: human behavior. Drawing on decades of social science research, we create learning experiences that improve alignment, accelerate decision-making, strengthen accountability, and build higher-performing teams. Our portfolio of award-winning solutions includes Crucial Conversations®, Crucial Influence®, The Power of Habit™, Getting Things Done®, Crucial Teams®, and the Strength Deployment Inventory® (SDI®). Millions of people have used our solutions, and nearly half of the Forbes Global 2000 have partnered with us to strengthen the human systems that turn strategy into results. humanedge.co.za

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Crucial Learning

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