



Crucial Conversations[®]

FOR ACCOUNTABILITY

PERFORMANCE MANAGEMENT IMPROVED





PEOPLE NOT PROCESS

Managing performance is more than a process – it’s about people.

Effective performance management isn’t done with software and tools.

It’s accomplished by respectfully addressing your people’s behaviour routinely and consistently. It’s about candidly coaching through challenges and holding people accountable for lapses in behaviour.

It’s about identifying goals, fast-tracking careers, and in the process, improving your people and your bottom line. These are dialogue skills—the difficult kind that may not come naturally, but when learned, mean the difference between managing people and managing process.



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

Joseph Grenny
co-author of *Crucial Accountability*



Accountability at Work

Crucial Conversations® for Accountability teaches a process for managing performance, strengthening trust and reliability, and eliminating inconsistency. It provides skills for holding peers accountable—regardless of position or authority. And whether participants take the programme on-demand, virtually, or in-person, they learn the skills through instruction, reflection, practice, and coaching.

Crucial Conversations for Accountability Add-on takes a deep dive into the skills for managing performance. It is a learning option for graduates of Crucial Conversations for Mastering Dialogue. The Add-on programme teaches skills 6 through 9.

01

GET UNSTUCK

- Spot the performance conversations that are keeping you from what you want.

02

MASTER MY STORIES

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

03

START WITH HEART

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

04

STATE MY PATH

- Speak honestly and respectfully and invite others into the conversation.

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 behaviour.

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 programme of action that leads to results.



BEHAVIOURAL 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 PERFORMANCE

Get positive results and maintain good relationships.

MOTIVATE OTHERS WITHOUT FORCE

Permanently resolve problems by clarifying natural consequences.

MANAGE PROJECTS WITHOUT TAKING OVER

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

IMPROVE PERFORMANCE

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





Learning Formats and Participant Materials

Crucial Conversations for Accountability and Crucial Conversations for Accountability Add-on are available in several formats to meet the unique needs of your team or organisation. Each format is optimised for skill development and an engaging learning experience.



ON-DEMAND

Full Programme:
6-8 hours of instructional time and 60 days of access

Add-on Programme:
3-4 hours of instructional time and 60 days of access

MATERIALS

- Access to the Crucial Conversations for Accountability on-demand platform
- Digital Learner Guide
- Digital Model Card
- Digital copy of the bestseller *Crucial Accountability*
- Digital programme completion certificate
- Six-week ongoing learning experience



VIRTUAL

Full Programme:
Five 3-hour virtual instructor-led sessions

Add-on Programme:
Three 2-hour virtual instructor-led sessions

MATERIALS

- Digital Learner Guide
- Digital Model Card
- Digital copy of the bestseller *Crucial Accountability*
- Digital programme completion certificate
- Six-week ongoing learning experience



IN-PERSON

Full Programme:
Two-day (12.5 hours) or one-day (7.25 hours) classroom programme

Add-On Programme:
One-day (7.25 hours) classroom programme

MATERIALS

- Learner Guide
- Cue cards for each lesson
- Model card
- Copy of the bestseller *Crucial Accountability*
- Programme completion certificate
- Six-week ongoing learning experience



3 Delivery Options

We also offer three ways to learn: attend a public programme, bring in a Crucial Learning trainer, or have an internal leader get certified to train employees.

01 PUBLIC PROGRAMME

Your employees attend a virtual, or in-person public programme. Visit humanedge.co.za to find a public programme near you.

02 PRIVATE PROGRAMME

Bring in a Crucial Learning master trainer to facilitate the virtual or in-person programme across your organisation.

03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the virtual or in-person programme to employees. Certification programmes are offered both virtually and in-person.



“Crucial Learning’s virtual programme has gone so well. We have loved delivering the programme 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 learning 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 organisation.

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 Conversations for Accountability addresses the central challenges managers and employees face at all levels of the organisation.

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

Ardie Harrison

Vice President of Human Resources,
Dallas Housing Authority

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

Quint Studer

CEO, Studer Group

“Crucial Conversations for Accountability has changed my life. My stress levels have been reduced, my employees are much happier, and I have improved my relationship with several teammates.”

Pamela Popper

The Wellness Forum



The Crucial Learning 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 learning platform to our award-winning original video content, our programmes are some of the highest-rated in the industry.

RESULTS

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

RESEARCH- BACKED SKILLS

The skills and principles we teach 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 Crucial Learning.



THE CRUCIAL LEARNING SUITE

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

COMMUNICATION DIALOGUE



Crucial Conversations.
FOR MASTERING DIALOGUE

ACCOUNTABILITY



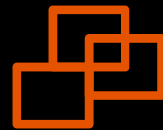
Crucial Conversations.
FOR ACCOUNTABILITY

PERFORMANCE HABITS



The Power of Habit™

PRODUCTIVITY

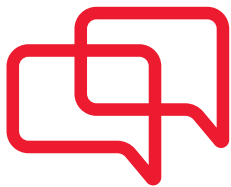


Getting Things Done.

LEADERSHIP CHANGE



Crucial Influence



Crucial Conversations® FOR ACCOUNTABILITY

NEXT STEPS

If you're ready to enjoy the personal and organisational benefits of becoming a Crucial Learning certified trainer, give us a call on +27 (12) 345 6281 or visit humanedge.co.za

ABOUT THE HUMAN EDGE

The Human Edge improves the world by helping people improve themselves. We offer programmes in the areas of communication, performance, and leadership, focusing on behaviours that have a disproportionate impact on outcomes, called crucial skills.

