



CRUCIAL LEARNING CERTIFICATION





CERTIFICATION OVERVIEW

CHANGE LIVES AND SECURE RESULTS

Want to get more results from your change initiatives and employee development programs?

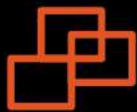
Research shows certifying internal leaders and employees to train their peers in crucial skills is the fastest, most affordable, and most effective path to securing real change and meaningful results.



Crucial Conversations.
FOR MASTERING DIALOGUE



Crucial Conversations.
FOR ACCOUNTABILITY



Getting Things Done.



The Power of Habit™



Crucial Teams.



Strength Deployment Inventory.



Crucial Influence.

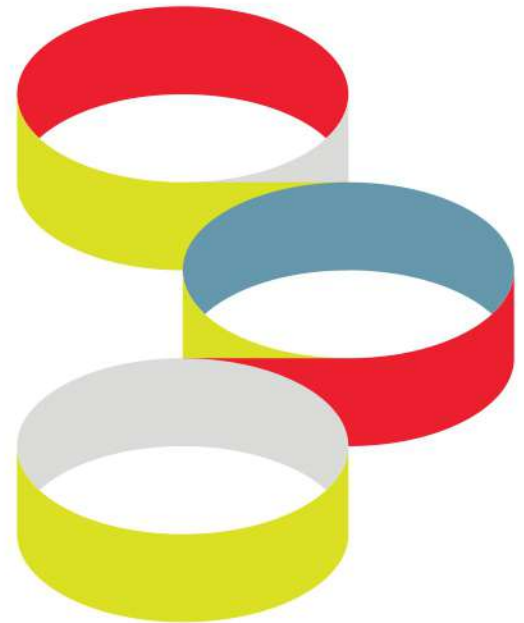




Why Get Certified?

Crucial Learning certification offers individuals and the organizations they serve the following benefits:

- **Achieve personal mastery** in crucial skills and share them with your colleagues.
- **Teach crucial skills across your organization** in an efficient, cost-effective way.
- **Customize the courses and the SDI assessment** to your organization's culture and unique challenges.
- **Accelerate change and skill transference** by providing ongoing coaching and leadership.
- **Join a community** of more than 21,000 trainers and facilitators worldwide.





How to Become a Certified Trainer

TEACHING CRUCIAL LEARNING COURSES

- Crucial Conversations® for Mastering Dialogue
- Crucial Conversations® for Accountability
- Getting Things Done®
- The Power of Habit™
- Crucial Teams®
- Crucial Influence®

The path to certification is simple and designed to ensure you learn and master not only crucial skills but also how to teach them seamlessly and flawlessly to others.

1. ATTEND THE FULL COURSE

Start your certification journey by first taking the course you plan to train. Virtual and in-person courses are available.

Note: On-demand courses do not qualify towards certification.

2. COMPLETE THE CERTIFICATION COURSE

After your course, you are eligible to attend either a virtual or in-person certification course. Regardless of the format in which you take the certification course, you will be certified to train the course virtually and in person.

3. PURCHASE LEARNER LICENSES

Each learner who attends your course will need an individual learner license. Learner licenses are available in both in-person and virtual formats and include a physical or digital learner guide and other materials needed to complete the course, such as a copy of the bestselling book.

4. GET INVOLVED AS A CERTIFIED TRAINER

Connect with your peers by joining our certified communities online, adding your trainer credentials to your social media profile, and subscribing to the monthly *Certification Insights* newsletter.

Earn rewards for your hard work by reporting your training sessions in our Lives Impacted recognition program.

Or, share the crucial skills with your community through our grant program. When you donate your time as a certified trainer to a local nonprofit organization, we will donate up to twenty-five learner licenses.

Learn more about these programs in Certification Zone—a website packed with resources and tools to help you train your Crucial Learning course.

5. LEVERAGE THE FAST TRACK PROGRAM TO TRAIN ADDITIONAL COURSES

Once you learn how to train a Crucial Learning course, you can skip the full trainer certification course experience for future courses. Through our Fast Track certification, you simply need to repeat Step 1 and attend the full course for whatever course you're adding. Pass an online content knowledge assessment of your new course within thirty days, and you'll be certified to train* the new material!

**Crucial Teams requires the additional prerequisite of an SDI certification.*





How to Become a Certified Facilitator

FACILITATING THE SDI ASSESSMENT

By getting certified in the SDI, you'll learn how to help individuals and groups understand their SDI insights while also meeting the unique culture and training needs of your organization.

1. COMPLETE THE CERTIFICATION COURSE

To get certified in the **Strength Deployment Inventory**, you start with the **facilitator certification course**—there is no prerequisite course to attend first.

You will be certified to lead productive and valuable discussions with individuals and groups about their SDI results virtually and in person, regardless of the format in which you took the certification course.

2. PURCHASE SDI ASSESSMENTS

Each individual or team you lead discussions with will need to complete the SDI. Once individuals complete the assessment, they will be granted access to the SDI Platform and their SDI results.

3. GET INVOLVED AS A CERTIFIED FACILITATOR

Connect with your peers by joining our certified communities online, adding your facilitator credentials to your social media profile, and subscribing to the monthly *Certification Insights* newsletter.

Earn rewards for your hard work by reporting your group SDI debriefs in our Lives Impacted recognition program (please note, discussions must be at least one hour and include at least three participants to qualify).

Or, share the crucial skills with your community through our grant program. When you donate your time as a certified facilitator to a local nonprofit organization, we will donate access to up to twenty-five SDI assessments.

Learn more about these programs in Certification Zone—a website packed with resources and tools to help you facilitate the SDI assessment.



WHAT TO EXPECT

Crucial Learning has designed a certification program that guarantees the trainer or facilitator—regardless of experience or ability—is the star of the show. Our clients say it’s simply the best in the business. Here’s what you can expect from certification:

APPLICATION AND COACHING

Get hands-on experience in applying crucial skills and coaching others to do so. Prepare powerful personal stories and experiences.

TEACHBACK

Demonstrate your facilitation skills during a teachback session. Receive coaching and feedback from peers and your master trainer.

VIDEOS AND EXERCISES

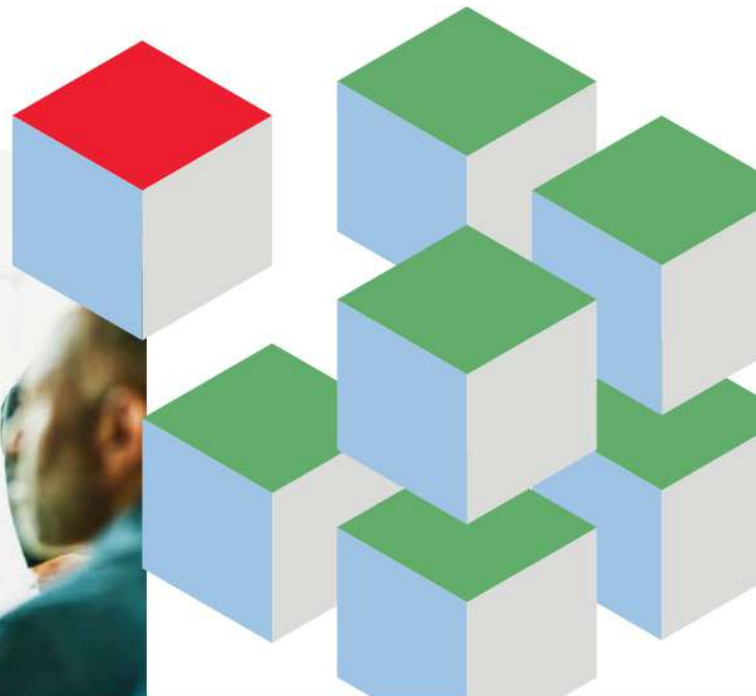
Get familiar with the videos and exercises for the course or assessment in which you’re getting certified. Learn how to tailor the learning experience to your audience and how to set up and debrief videos and exercises for maximum learning impact.

PRACTICE

Learn to use Crucial Learning platforms to create an engaging and effective learning environment.

COURSE CONTENT REVIEW

Test your knowledge through a cognitive assessment that identifies which areas and skills need additional mastery.





CERTIFICATION MATERIALS

Participants receive the following materials which will prepare them to train courses and/or facilitate assessments in any format—in-person, virtual, or blended:



CERTIFICATION MATERIALS

- Printed and digital trainer guide (courses only)
- Printed and digital facilitator guide (SDI only)
- Access to the Crucial Learning instructional platform for in-person and virtual facilitation
- 12-month on-demand license* (courses only)
- Access to Certification Zone, our certified community portal that includes training tools, videos, and resources

**Crucial Teams is not available in an on-demand format*

SUPPORT MATERIALS

- **Crucial Conversations® for Mastering Dialogue** learner guide, job aids, model handouts
- **Crucial Conversations® for Accountability** learner guide, job aids, model handouts
- **Getting Things Done®** learner guide, job aids, model handouts
- **The Power of Habit™** learner guide, job aids, model handouts
- **Crucial Teams®** learner guide, facilitator permissions within the SDI Platform, and *Working with SDI* book
- **Strength Deployment Inventory®** facilitator permissions within the SDI Platform and *Working with SDI* book
- **Crucial Influence®** learner guide, job aids, model handouts



We're Standing By To Support You

Crucial Learning trainers and facilitators are supported by resources, events, and a global community of engaged peers and master trainers eager to share ideas and answer questions.

- 1 CERTIFICATION ZONE** Our certified community portal is stocked with tools, videos, and aids to help you roll out Crucial Learning products across your organization.

- 2 SUPPORT AND ONBOARDING** The Crucial Learning certified community support team and onboarding program will help you master the skills and access resources and materials for a successful implementation.

- 3 WEBINARS AND NEWSLETTERS** Our monthly certified community newsletter and quarterly webinars are filled with best practices for improving your training and facilitation skills.

- 4 SOCIAL MEDIA GROUPS** Join thousands of engaged Crucial Learning trainers and facilitators online where you can ask questions, share ideas, and get support from peers and master trainers.

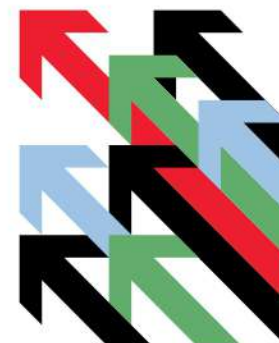
- 5 REWARDS AND RECOGNITION** Through the Lives Impacted Program, we reward and recognize our certified community members and their achievements in helping to change lives by changing behavior.





NEXT STEPS

If you're ready to enjoy the personal and organizational benefits of becoming a Crucial Learning certified trainer or certified facilitator, give us a call at +91 844 8188 503 or visit cruciallearningindia.in



ABOUT CRUCIAL LEARNING

Crucial Learning improves the world by helping people improve themselves, their teams, and their organizations. By combining social science research with innovative instructional design, we create flexible learning experiences that teach proven skills for solving life's most stubborn personal, interpersonal, and organizational problems. We offer courses in communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, and an assessment that helps individuals and teams form productive relationships. Our award-winning courses, assessments, and bestselling books include Crucial Conversations® for Mastering Dialogue, Crucial Conversations® for Accountability, Crucial Influence®, The Power of Habit™, Getting Things Done®, Crucial Teams®, and the Strength Deployment Inventory®. Together they have helped millions achieve better relationships and results, and nearly half of the Forbes Global 2000 have drawn on these solutions to improve organizational health and performance.



Crucial Learning