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Building Your Leadership Differentiators
(Authorized Licensee for Crucial Learning)



Crucial Learning®

SOLUTIONS



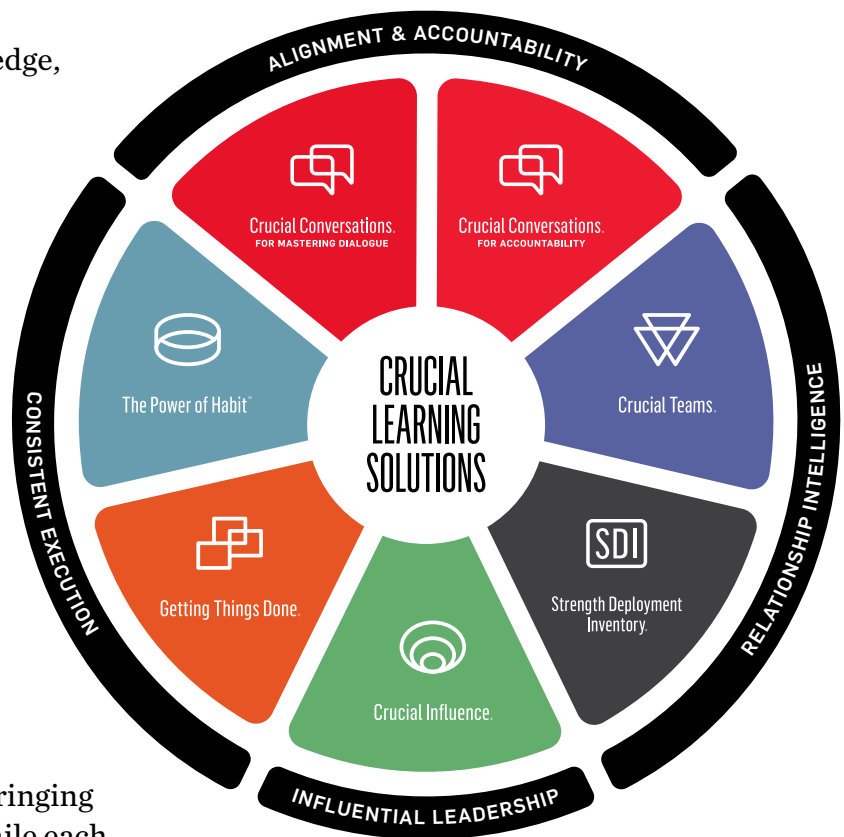
THE HUMAN SIDE OF HIGH PERFORMANCE™

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	<i>Improve how people speak up, navigate disagreement, and keep dialogue productive under pressure.</i>	Individuals Managers Leaders	• Improve decision speed and alignment. • Surface risks and problems earlier. • Reduce silence and defensiveness. • Strengthen alignment under pressure.	In-Person Virtual On-Demand
 Crucial Conversations. FOR ACCOUNTABILITY	<i>Strengthen accountability by addressing missed expectations and resolving performance gaps earlier.</i>	Managers Leaders	• Improve accountability and follow-through. • Resolve recurring performance gaps earlier. • Reduce unresolved execution breakdowns. • Clarify expectations and ownership.	In-Person Virtual On-Demand

CONSISTENT EXECUTION

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

RELATIONSHIP INTELLIGENCE

SOLUTION	LEARNING OUTCOMES	AUDIENCES	ORGANIZATIONAL OUTCOMES	FORMATS
 Crucial Teams.	<i>Strengthen collaboration, coordination, and alignment across teams and functions.</i>	Individuals Managers Leaders	• Reduce team friction and misalignment. • Strengthen collaboration and trust. • Improve cross-functional coordination. • Reduce recurring team breakdowns.	In-Person Virtual
 Strength Deployment Inventory.	<i>Improve understanding of the motives and tendencies of yourself and others to strengthen workplace relationships.</i>	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.	<i>Improve how leaders influence and sustain behavior change across teams and systems.</i>	Managers Leaders	• Increase adoption of strategic priorities. • Reduce regression to old behaviors. • Strengthen change execution. • Improve organizational adaptability.	In-Person Virtual On-Demand



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 16% 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%.

Crucial Conversations for Mastering Dialogue is available in the following learning formats:



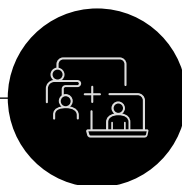
IN-PERSON

In-person classroom training can be delivered as a two-day (12.5 hours) or one-day (7.25 hours) course.



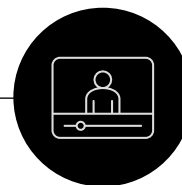
VIRTUAL

Virtual, instructor-led learning is delivered in five 2.5-hour sessions.



BLENDED

Blend your preference of learning formats. For example, supplement on-demand learning with in-person or virtual instruction.

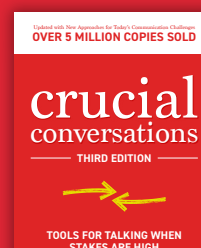


ON-DEMAND

This self-paced course offers 6–8 hours of on-demand instruction and 60 days of access for public workshop participants or up to 12 months of access for private sessions.

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%.

Crucial Conversations for Accountability is available in the following learning formats:



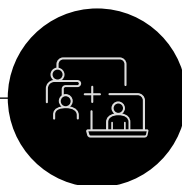
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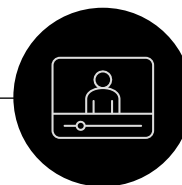
VIRTUAL

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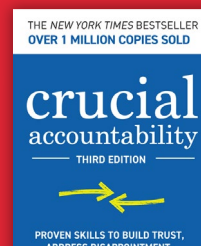


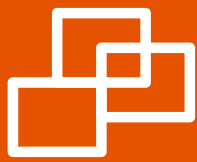
ON-DEMAND

This self-paced course offers 6–8 hours of on-demand instruction and 60 days of access for public workshop participants or up to 12 months of access for private sessions.

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.

EFFICIENCY

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

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.

ENGAGEMENT

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

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.

Getting Things Done is available in the following learning formats:



IN-PERSON

In-person classroom learning is delivered as a one-day (6.5-hour) course.



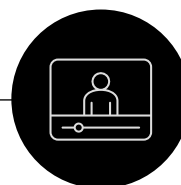
VIRTUAL

Virtual, instructor-led learning is delivered in three 2.5-hour sessions.



BLENDED

Blend your preference of learning formats. For example, supplement on-demand learning with in-person or virtual instruction.

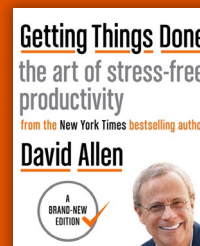


ON-DEMAND

This self-paced course offers 4–6 hours of on-demand instruction and 60 days of access for public workshop participants or up to 12 months of access for private sessions.

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.

The Power of Habit is available in the following learning formats:



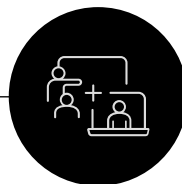
IN-PERSON

In-person classroom learning is delivered as a one-day (seven hours) course.



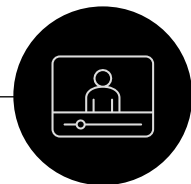
VIRTUAL

Virtual, instructor led learning is delivered in three two-hour sessions.



BLENDED

Blend your preference of learning formats. For example, supplement on-demand learning with in-person or virtual instruction.

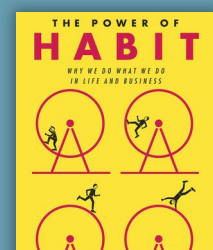


ON-DEMAND

This self-paced course offers 4-6 hours of on-demand instruction and 60 days of access for public workshop participants or up to 12 months of access for private sessions.

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%.

Crucial Influence is available in the following learning formats:



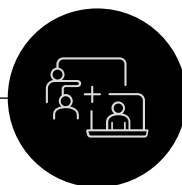
IN-PERSON

In-person classroom learning is delivered in a one-day (6 hours) course.



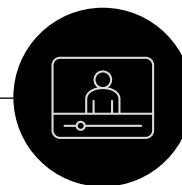
VIRTUAL

Virtual, instructor-led learning is delivered in three 2.5-hour sessions.



BLENDED

Blend your preference of learning formats. For example, supplement on-demand learning with in-person or virtual instruction.

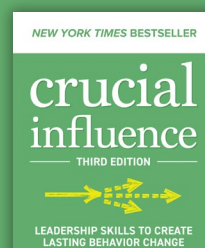


ON-DEMAND

On-demand learning offers 4–6 hours of instructional time and 60 days of access for public workshop participants or up to 12 months of access for private sessions.

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.

Crucial Teams is available in the following learning formats:



IN-PERSON

In-person classroom is delivered as a one-day (6 hours) course.

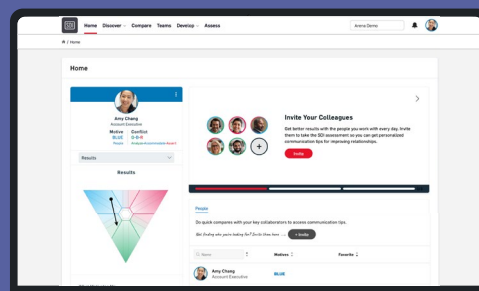


VIRTUAL

Virtual, instructor-led learning is delivered in three 2.5-hour sessions.

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 their SDI personalized report and the Crucial Learning Platform to gain greater understanding of themselves and each other.





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.

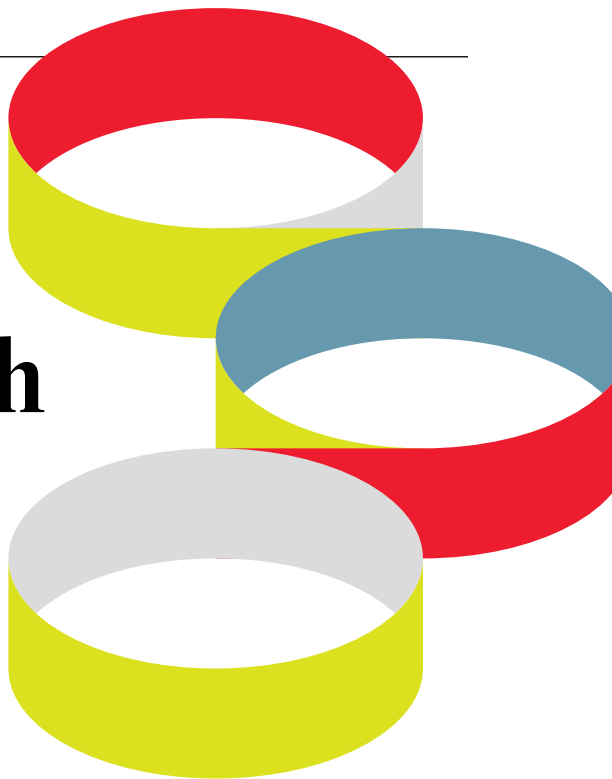
Founded on practical theory and social science

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.

3 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

Enroll individuals or small groups in scheduled in-person, virtual, or on-demand courses. Public courses provide direct access to Crucial Learning instruction without requiring a private organizational rollout.

Visit CrucialLearning.com/events to find available dates and formats.

PRIVATE COURSES

Bring a Crucial Learning master trainer to your organization for a private in-person or virtual course, or provide on-demand learning across a larger employee population.

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

Contact your client advisor to explore private delivery options, or visit CrucialLearning.com.

TRAINER CERTIFICATION

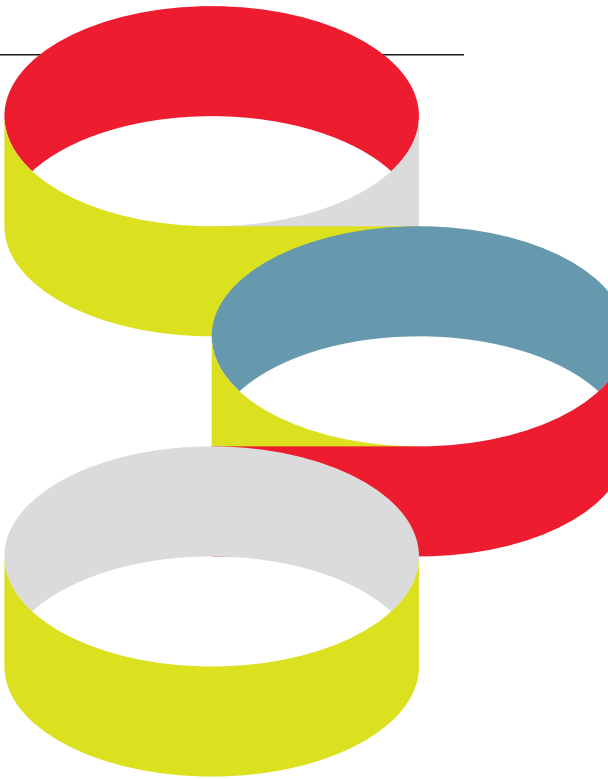
Build internal capability by certifying a leader or facilitator to deliver selected Crucial Learning courses within your organization.

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

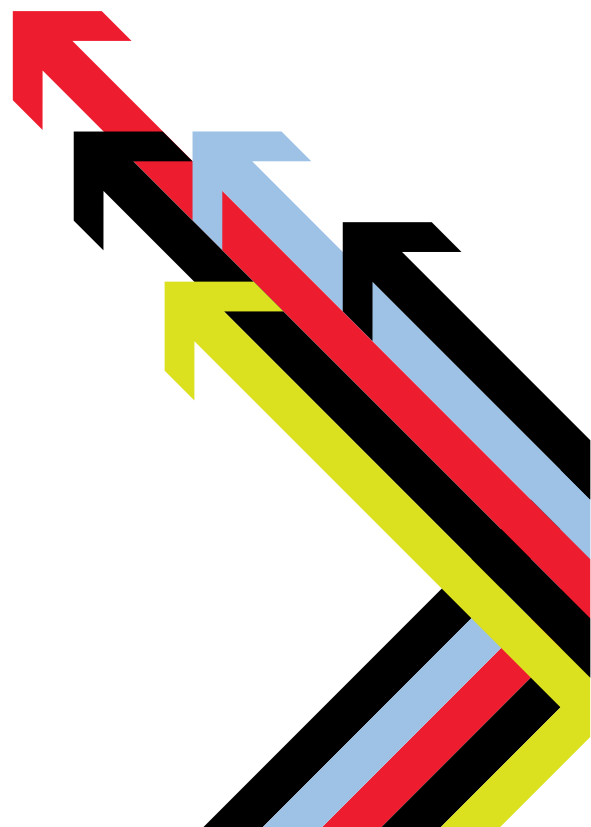
Use Crucial Teams® when the challenge extends beyond understanding individual motives to managing how a team works together over time.

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 a public virtual or in-person course. On-demand courses do not qualify for certification. The SDI assessment is available online, on demand.

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 or virtually.

Blended Learning

A learning experience should fit the realities of the work—not require the work to fit a single delivery format.

Blended learning combines on-demand content with live discussion, practice, and application. Organizations can use it to extend access across locations and schedules while still giving participants opportunities to work through real situations together.



BENEFITS OF BLENDED LEARNING

01 FLEXIBLE

Combine formats to accommodate different schedules, locations, and implementation needs.

02 SCALABLE

Extend learning across larger or distributed employee populations while maintaining a consistent core experience.

03 APPLIED

Use live discussion, practice, and feedback to help participants connect course concepts to real workplace situations.

04 REINFORCED

Return to key ideas over time so participants can reflect, practice, and adjust how they apply them.

BLENDED LEARNING OPTIONS

ONLINE + GROUP DISCUSSION

Supplement a Crucial Learning on-demand course with guided discussion and application. Using our discussion guides, certified trainers, managers, or team members can facilitate conversations about how to apply the concepts to current work.

Discussions can be held virtually or in person.

To learn more about our blended learning options, contact a Crucial Learning client advisor at 08065325142

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 organization's goals, audience, and priorities. Sessions are available in person or virtually and are typically 60 to 90 minutes.

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.

“The Crucial Learning speakers are the best I’ve seen. I’d recommend them to any organization wanting to create results or improve performance. Their knowledge of the material and professionalism were second to none.”

Audience member

Request more information about speeches by contacting a Crucial Learning client advisor at 08065325142 or by visiting cruciallearningindia.in



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 and live virtual courses bring people together to practice 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.

TRUSTED BY



*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. cruciallearningindia.in



Crucial Learning.