

## ENHANCE ACCOUNTABILITY

IMPROVE PERFORMANCE, AND  
ENSURE EXECUTION

*Crucial Accountability* is a one-day follow-up course for existing *Crucial Conversations* graduates that teaches a step-by-step process for enhancing accountability, improving performance, and ensuring execution.

By learning how to talk about violated expectations in a way that solves problems while improving relationships, you'll improve individual, team, and organizational effectiveness.



### Why Crucial Accountability?

A culture with weak accountability is one where those who see problems say nothing because they assume they don't have the authority or skills to raise a concern. Our research shows when people see accountability as "someone else's job" they waste time, resources, and morale – specifically, employees waste an eight-hour workday for every accountability discussion they avoid. These costs skyrocket when you consider that 95 percent of a company's workforce struggles to hold their colleagues accountable.

### The Crucial Accountability™ Course

This one-day follow-up course for *Crucial Conversations* graduates teaches a straightforward, step-by-step process for identifying and resolving performance gaps, strengthening accountability, eliminating inconsistency, and reducing resentment. It uses video, group discussions, skill practice, and real-life application to make the course both entertaining and engaging.

## Organizational Benefits of Crucial Accountability

Organizations around the world have turned to *Crucial Accountability* to improve bottom-line results like quality, efficiency, satisfaction, safety, etc.

**Teamwork & Relationships:** Dallas Housing Authority eliminated silos between departments and helped employees resolve conflicts with peers and supervisors.

**Efficiency:** San Antonio School District saw a 50 percent drop in grievances that previously clogged their administrative system.

**Employee Turnover:** Orkin saw an 8 percent decrease in turnover, and Pride International decreased turnover by 40 percent.

## What Does The Training Teach?

*Crucial Accountability* provides a methodology for effectively holding others accountable that's based on more than twenty-five years of research.

**Hold anyone accountable**—no matter the person's power, position, or temperament.

**Master performance discussions**—get positive results and maintain good relationships.

**Motivate others without using power**—clearly and concisely explain specific, natural consequences, and permanently resolve problems.

**Manage projects without taking over**—creatively help others avoid excuses, keep projects on track, and resolve performance barriers.

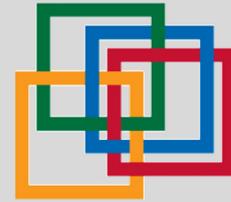
**Move to action**—agree on a plan, follow up, engage in good reporting practices, and manage new expectations.

## Who Needs this Training?

This course is beneficial for people in roles across the entire organization—from leadership to front-line employees. Anyone who relies on the efforts of others to get things done will benefit from attending Crucial Accountability.

VitalSmarts has trained more than one million people worldwide and helped more than 300 of the *Fortune 500* realize significant results using this proven method for driving rapid, sustainable and measurable change in behaviors. In Switzerland, thousands of people have already attended Crucial Conversations and Influencer from all major industries like pharma, finance, technology or insurance, from all regions of the country.

# VITALSMARTS SOLUTIONS



## Crucial Conversations

Foster open dialogue around high-stakes, emotional, or risky topics.

## Crucial Accountability

Enhance accountability, improve performance, and ensure execution.

## Influencer

Drive rapid and sustainable behaviour change for teams and entire organizations.

## Change Anything

Successfully solve any individual behaviour challenge – at work or at home.



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