



CRUCIAL CONVERSATIONS PRODUCTS & SERVICES

Mastery Course

An In-Depth Course for Helping Individuals, Teams, and Organizations Get the Results They Want

WHAT YOU'LL LEARN

At the end of the Mastery Course, participants will be able to:

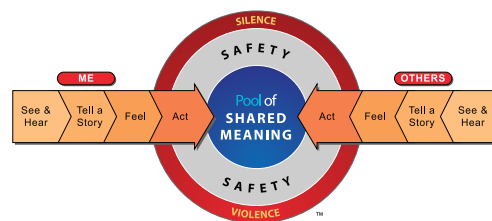
1. Identify the conversations that are keeping them from their desired results.
2. Identify and improve their own communication weaknesses.
3. Speak persuasively not abrasively, no matter the topic.
4. Make it safe for others to share their honest opinions.
5. Deal with people who either clam up or blow up.
6. Gain control of their own emotional responses.
7. Speak frankly without risking everything.
8. Disagree without being disagreeable.
9. Influence without exerting force.

Problem-plagued organizations often share the same root cause: perplexed employees who aren't quite sure how to bring up touchy, controversial, and complex issues and resolve them. And when three key forces show up—strong emotions, differing opinions, or high stakes—key business results suffer.

Whether your organization is facing quality problems, potential contentious or difficult situations, or challenges to team cohesiveness, the Crucial Conversations Mastery Course is the answer. The course teaches participants to share their ideas and concerns—early and often—and avoid, identify, and fix problems before they get out of hand. Discover that the twin enemies to sharing information are silence and violence (where people either withhold valuable information or try to force their ideas on others).

Learn to share information safely, get ideas and feelings out in the open, and maintain high levels of respect—all without causing resistance or resentment. Discover a model that truly helps individuals, teams, and organizations get unstuck and achieve breakthrough results.

Step up to and better handle your crucial conversations today with the Crucial Conversations Mastery Course.



The Mastery Course teaches this model for stepping up to and holding crucial conversations.

Mastery Course Details

Public Seminar Format

- Get a quick start with a two-day, open-enrollment course (check www.crucialconversations.com for availability).
- Learn from Master Certified Trainers.
- Mix with peers from multiple organizations.

Engaging Delivery

- Observe “before and after” situations in over 100 video clips.
- Enjoy video-based instruction from the authors of *Crucial Conversations: Tools for Talking When Stakes are High*.
- Engage in role-play scenarios to explore and master critical skills.

Participant Materials

- Practice course skills and track assignments with participant toolkit.
- Use cue cards and posters to remember key concepts.
- Continue your training experience at www.crucialconversations.com with free resources and useful reminders.

MASTERY COURSE OVERVIEW

Lesson	You'll Learn To:
1. Get Unstuck	<ul style="list-style-type: none"> • Spot the conversations that are keeping you from what you want. • Avoid moving to silence or violence during crucial conversations. • Share facts, ideas, feelings, and theories candidly and honestly. • Discover how better information helps identify problems earlier and keeps them from getting out of hand.
2. Start with Heart	<ul style="list-style-type: none"> • Stay focused on what you really want. • Use three skills to handle high-risk and volatile conversations. • Develop an attitude of “work on me first.” • Understand how motives change when conversations turn crucial.
3. Learn to Look	<ul style="list-style-type: none"> • Spot the warning signs that indicate safety is at risk. • Notice various forms of silence and violence. • Take steps to rebuild safety and return to dialogue. • Step out of a conversation and notice how to make it work. • Identify your own Style Under Stress™ and manage it.
4-5. Make It Safe	<ul style="list-style-type: none"> • Talk about almost anything—without silence and violence. • Use specific skills to keep everyone sharing information. • Establish and maintain mutual purpose and mutual respect. • Recognize when you're at cross-purposes.
6-7. Master My Stories	<ul style="list-style-type: none"> • Stay in dialogue when you're angry, scared, or hurt—“think” your way to the root cause of negative emotions. • Discover your stories—change negative emotions. • Get results by influencing your stories and emotions.
8. State My Path	<ul style="list-style-type: none"> • Speak persuasively, not abrasively. • Get your meaning across even with potentially threatening messages. • Share strong opinions without shutting down contrary views. • State your mind while making it safe for others to do the same.
9. Explore Others' Paths	<ul style="list-style-type: none"> • Use exploring skills to make it safe for others to speak up. • Diffuse others' violence and eliminate silence. • Encourage others to share issues they fear bringing up. • Get safely to the meaning behind others' emotions.
10. Move to Action	<ul style="list-style-type: none"> • Put Crucial Conversations principles and skills together. • Discover how to move from filling the Pool of Shared Meaning to taking action and producing results. • Make the transition from healthy dialogue to taking action and achieving results.