



Crucial Conversations[®] FOR MASTERING DIALOGUE



CLIENT CERTIFICATION
AVAILABLE

DIALOGUE IS THE DIFFERENCE

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 and high-performance organizations are people willing and able to hold Crucial Conversations.

WHAT IS A CRUCIAL CONVERSATION?

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 the results they want but harm relationships, or they remain silent with the hope of preserving relationships only to sacrifice results.

THERE IS A BETTER WAY

Crucial Conversations[®] for Mastering Dialogue gives people the skills to step into disagreement—rather than over or around it—and turn disagreement into dialogue for improved relationships and results.





DIALOGUE PAYS DIVIDENDS

Crucial Conversations for Mastering Dialogue skills lead to results, including:

EQUITY & INCLUSION

The central benefit of effective dialogue is psychological safety. When people feel psychologically safe to speak up, they are more likely to add meaning to and take responsibility for their workplace cultures.

ENGAGEMENT & TEAMWORK

When employees have evidence that their voice matters, that they can speak up and be heard, they know their role is vital and their contribution critical. Cultures of dialogue foster employee engagement. You won't find one without the other.

IDEATION & INNOVATION

With skills to dialogue effectively about difficult topics, people are more likely to share novel ideas and challenge the status quo. Innovation thrives where candid and respectful dialogue exists.

DECISION-MAKING

When people are able to quickly surface critical information, decision-making is not only more efficient, it's also more likely to be fueled by facts rather than ego and politics.

AGILITY & ADAPTABILITY

Organizations that weather chaos and crisis do so through effective communication. Staying agile in changing circumstances and environments requires people who can dialogue with care in the face of stress and uncertainty.

QUALITY & SAFETY

Mistakes don't happen in secret; they happen in silence. Too often employees observe risks to quality and safety but choose to say nothing. Imagine the impact of a workforce that speaks up the moment they observe an error. Mistakes are flagged and fixed, and quality and safety are preserved.

EFFICIENCY

Almost nothing saps time and money as much as silence. Our research suggests that every crucial conversation that doesn't happen costs the organization an average of \$7,500 and more than seven workdays.





The Crucial Skills

Crucial Conversations® for Mastering Dialogue teaches ten powerful skill sets grounded in decades of social science research. Whether experienced on-demand, virtually, or in-person, the course helps learners develop these vital skills through instruction, application, practice, group discussion, and self reflection—not just theory—for lasting improvement.

“Crucial Conversations for Mastering Dialogue is one of the most powerful and useful tools I have ever used.”

Mike Miller
Director of Business Billing, AT&T

What’s the next step?

Contact us today to learn more.
Call 0 2728 0200
e-mail: info@pacrimgroup.com
visit pacrimgroup.com

- 01 GET UNSTUCK**
 - Identify problems contributing to poor results and broken relationships.
- 02 MASTER MY STORIES I**
 - Keep composure when feeling angry, defensive, or intimidated.
 - Identify victim, villain, and helpless stories you might be telling yourself to justify behavior.
- 03 MASTER MY STORIES II**
 - Fix your bad story to the better way.
- 04 START WITH HEART**
 - Consider others’ perspectives and assume they have good reasons before speaking up.
- 05 STATE MY PATH**
 - Speak honestly and respectfully.
- 06 MAKE IT SAFE**
 - Recognize when you’re at cross-purpose and take steps to rebuild safety and return to dialogue.
 - Find and cultivate mutual purpose with those who hold opposing viewpoints.
- 07 LEARN TO LOOK**
 - Spot the warning signs that indicate safety and dialogue are at risk.
- 08 SEEK MUTUAL PURPOSE**
 - Seek a purpose that both parties are committed to.
 - Find common ground.
- 09 EXPLORE OTHERS’ PATHS**
 - Bring people back into dialogue when they clam up or blow up.
- 10 MOVE TO ACTION**
 - Turn each Crucial Conversation into a course of action that leads to results.