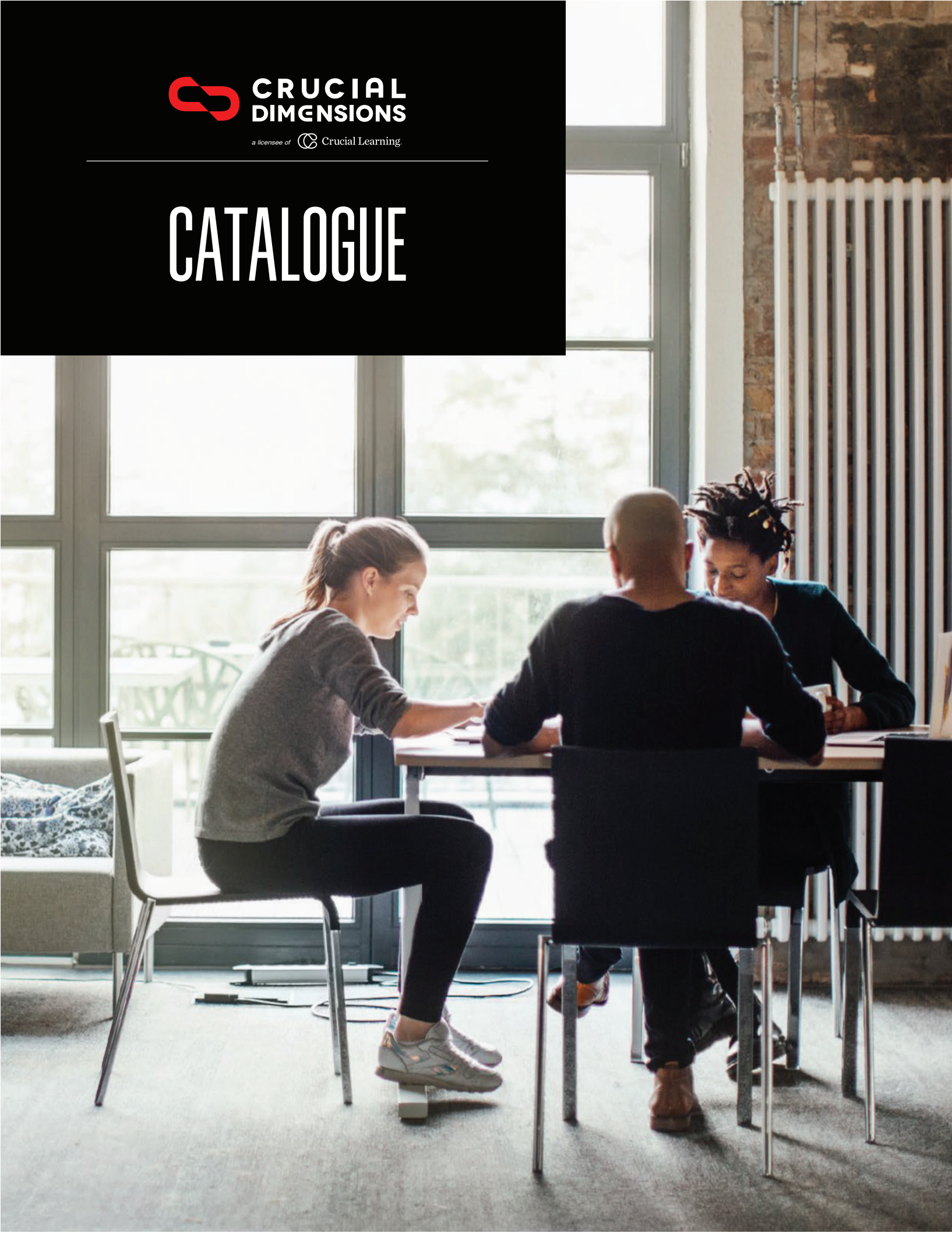




**CRUCIAL  
DIMENSIONS**

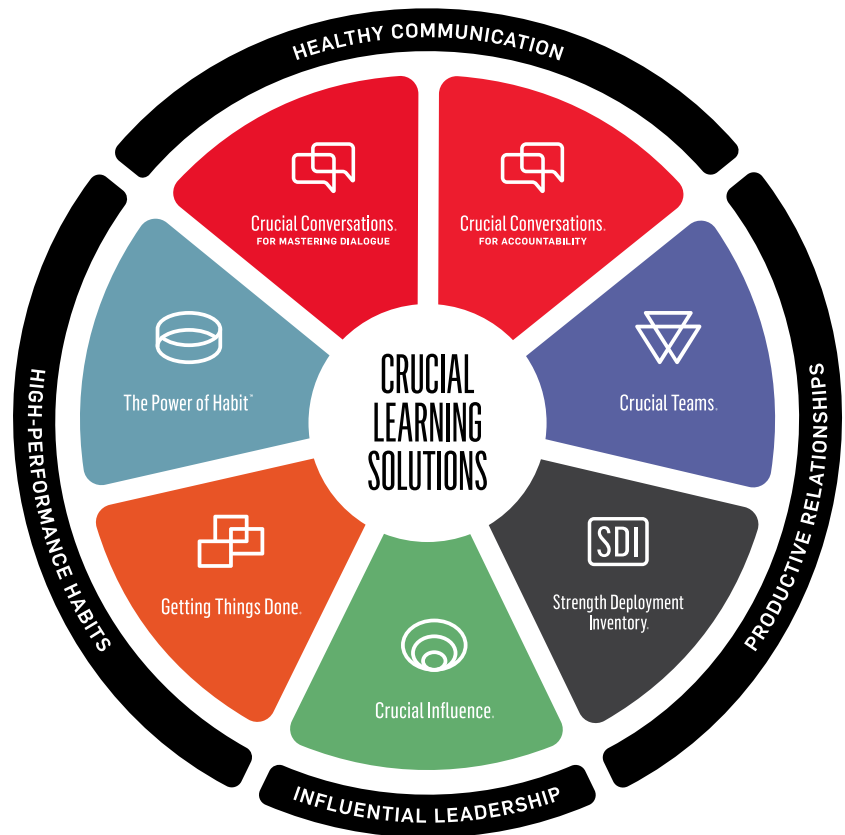
a licensee of  Crucial Learning

# CATALOGUE



# CRUCIAL LEARNING SOLUTIONS

We are experts in human behaviour change. Our solutions leverage the best social science research of the past few decades, making it accessible, learnable and teachable.



We've spent thirty-five years studying human behaviour to determine which behaviours have a disproportionate impact on the outcomes organisations care about most. Our carefully curated suite of learning solutions help people learn crucial behaviours—behaviours that have the greatest potential to affect critical outcomes and lead to success.

In this catalogue, we'll not only introduce you to the crucial behaviours, we'll also outline the various options for bringing them to your team or organisation.

While each solution is effective on its own, when combined they help organisations build healthy and high-performance cultures.

# Solutions at a Glance

**Here's an overview** of our learning solutions. We're happy to help you select the right options for your team or organisation.

## HEALTHY COMMUNICATION

|                | SOLUTION                                                                                                                                                               | LEARNING OUTCOMES                                                                                  | AUDIENCES                                      | ORGANISATIONAL OUTCOMES                                                                                                                                    |                                                                                                                                      | FORMATS                      |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| DIALOGUE       |  <p><b>Crucial Conversations.</b><br/>FOR MASTERING DIALOGUE</p> <p><b>COURSE</b></p> | <p><i>Turn disagreement into dialogue by speaking up candidly, respectfully, and quickly.</i></p>  | <p>Individuals<br/>Teams<br/>Organisations</p> | <p><b>SOLVE</b></p> <p>Disagreement<br/>Disengagement<br/>Cliques<br/>Backbiting<br/>Blaming<br/>Bullying<br/>And more</p>                                 | <p><b>IMPROVE</b></p> <p>Trust &amp; Respect<br/>Problem Solving<br/>Collaboration<br/>Communication<br/>Teamwork<br/>Engagement</p> | <p>In-Person<br/>Virtual</p> |
| ACCOUNTABILITY |  <p><b>Crucial Conversations.</b><br/>FOR ACCOUNTABILITY</p> <p><b>COURSE</b></p>    | <p><i>Resolve problems of poor performance, broken commitments, and violated expectations.</i></p> | <p>Managers<br/>Leaders</p>                    | <p><b>SOLVE</b></p> <p>Conflict<br/>Poor Performance<br/>Non-compliance<br/>Irresponsibility<br/>Mismanagement<br/>Ineffective Leadership<br/>And more</p> | <p><b>IMPROVE</b></p> <p>Performance<br/>Accountability<br/>Leadership<br/>Management<br/>Efficiency<br/>Coaching</p>                | <p>In-Person<br/>Virtual</p> |

## HIGH-PERFORMANCE HABITS

|              | SOLUTION                                                                                                                                    | LEARNING OUTCOMES                                                                  | AUDIENCES                                      | ORGANISATIONAL OUTCOMES                                                                                                                     |                                                                                                                                  | FORMATS                      |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| PRODUCTIVITY |  <p><b>Getting Things Done.</b></p> <p><b>COURSE</b></p> | <p><i>Improve individual focus and team productivity.</i></p>                      | <p>Individuals<br/>Teams<br/>Organisations</p> | <p><b>SOLVE</b></p> <p>Missed Deadlines<br/>Dropped Balls<br/>Failed Projects<br/>Burnout<br/>Stalled Development<br/>And more</p>          | <p><b>IMPROVE</b></p> <p>Focus<br/>Productivity<br/>Efficiency<br/>Teamwork<br/>Execution<br/>Time Management<br/>Engagement</p> | <p>In-Person<br/>Virtual</p> |
| HABITS       |  <p><b>The Power of Habit™</b></p> <p><b>COURSE</b></p>  | <p><i>Make small changes to build better personal and professional habits.</i></p> | <p>Individuals</p>                             | <p><b>SOLVE</b></p> <p>Poor Performance<br/>Resistance to Change<br/>Skill Acquisition<br/>Personal Development<br/>Apathy<br/>And more</p> | <p><b>IMPROVE</b></p> <p>Individual Performance<br/>Adaptability<br/>Agility<br/>Efficiency<br/>Engagement<br/>Innovation</p>    | <p>In-Person<br/>Virtual</p> |

## PRODUCTIVE RELATIONSHIPS

|               | SOLUTION                                                                                                                                  | LEARNING OUTCOMES                                                       | AUDIENCES                                      | ORGANISATIONAL OUTCOMES                                                                                                                                                                |                                                                                                                                                                                | FORMATS                      |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| TEAMWORK      |  <p>Crucial Teams.</p> <p>COURSE</p>                     | <p><i>Strengthen relationships and elevate team performance.</i></p>    | <p>Individuals<br/>Teams<br/>Organisations</p> | <p><b>SOLVE</b></p> <p>Team Dysfunction<br/>Strained Relationships<br/>Personality Conflict<br/>Project Failure<br/>Disengagement<br/>Low Morale<br/>Turnover<br/>Poor Performance</p> | <p><b>IMPROVE</b></p> <p>Collaboration<br/>Teamwork<br/>Team Unity<br/>Trust<br/>Psychological Safety<br/>Relationships<br/>Self-awareness<br/>Perception of Others</p>        | <p>In-Person<br/>Virtual</p> |
| RELATIONSHIPS |  <p>Strength Deployment Inventory.</p> <p>ASSESSMENT</p> | <p><i>Gain self-awareness to improve relationships and results.</i></p> | <p>Individuals<br/>Teams<br/>Organisations</p> | <p><b>SOLVE</b></p> <p>Distrust<br/>Miscommunication<br/>Ineffective Leadership<br/>Poor Performance<br/>Alienation<br/>Labeling &amp; Stereotyping<br/>Unproductive Behaviours</p>    | <p><b>IMPROVE</b></p> <p>Relationships<br/>Self-awareness<br/>Collaboration<br/>Conflict Resolutions<br/>Engagement<br/>Leadership Development<br/>Personal Accountability</p> | <p>Online<br/>Assessment</p> |

## INFLUENTIAL LEADERSHIP

|                  | SOLUTION                                                                                                                    | LEARNING OUTCOMES                                                         | AUDIENCES                   | ORGANISATIONAL OUTCOMES                                                                                                              |                                                                                                                                 | FORMATS                      |
|------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| BEHAVIOUR CHANGE |  <p>Crucial Influence.</p> <p>COURSE</p> | <p><i>Learn leadership skills to create lasting behaviour change.</i></p> | <p>Managers<br/>Leaders</p> | <p><b>SOLVE</b></p> <p>Organisational Change<br/>Ineffective Leadership<br/>Lack of Motivation<br/>Behaviour Change<br/>and more</p> | <p><b>IMPROVE</b></p> <p>Culture<br/>Leadership Ability<br/>Use of Incentives<br/>Safety<br/>Compliance<br/>Team Engagement</p> | <p>In-Person<br/>Virtual</p> |



## Crucial Conversations. FOR MASTERING DIALOGUE

THE STANDARD IN EFFECTIVE  
COMMUNICATION



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 organisational 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 organisations 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 gives people the skills to step into disagreement—rather than over or around it—and turn disagreement into dialogue for improved relationships and results.*



# Organisational Benefits

*Continually selected as a Top Training Product, Crucial Conversations for Mastering Dialogue has been used by more than one million people and 300 of the Fortune 500 to improve productivity, safety, performance, and more.*

## TEAMWORK

Employees at Maine General Health were 16% more likely to speak up and resolve problems with colleagues after going through Crucial Conversations.

## COST

AT&T reduced billing costs by 30% and Sprint reduced customer care expenses by \$20 million annually.

## SATISFACTION

San Antonio School District saw a 50% drop in grievances that previously clogged the administrative system.

## PRODUCTIVITY

Sprint reported a 93% improvement in meeting productivity metrics.

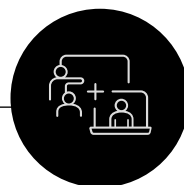
## SAFETY

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:*



### VIRTUAL

Virtual, instructor-led learning is delivered over two full days.

### IN-PERSON

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

## About the Book

With more than 5 million copies sold, *Crucial Conversations* is the *New York Times* business bestseller that's transformed organisations and changed the way millions of people communicate.





## Crucial Conversations<sup>®</sup> FOR ACCOUNTABILITY

### MASTER PERFORMANCE DISCUSSIONS



Managing performance is more than a process—it's about people. Effective performance management isn't done with software and tools. It's accomplished by respectfully addressing your people's behaviour routinely and consistently. It's about candidly coaching through challenges and holding people accountable for lapses in behaviour. It's about identifying goals, fast-tracking careers, and in the process, improving your people and your bottom line. These are dialogue skills—the difficult kind that may not come naturally, but when learned, mean the difference between managing people and managing process.

# THE MEASURE OF HEALTH

### ACCOUNTABILITY AT WORK

Crucial Conversations for Accountability teaches a straightforward process for managing performance, strengthening trust and reliability, and eliminating inconsistency. It provides skills for holding peers accountable—regardless of position or authority.

*When people at all levels of the organisation have the skills to hold peers accountable, they're better at correcting performance problems, preventing potential disasters, and preserving and strengthening relationships.*



# Accountability In Action

*Anyone who relies on the efforts of others to get things done will benefit from attending Crucial Conversations for Accountability. Individuals and organisations **report improvements in trust, ownership, engagement, performance, and more.***

## 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.

## TURNOVER

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:*



### VIRTUAL

Virtual, instructor-led learning is delivered over two full days or one day add-on if learner has already completed Crucial Conversations for Mastering Dialogue.



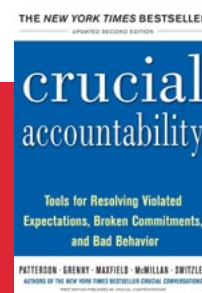
### IN-PERSON

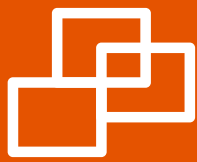
In-person classroom training can be delivered as a two-day (12.5 hours) or one-day (7.25 hours) course.



## About the Book

With more than 700,000 copies sold, *Crucial Accountability* is the *New York Times* business bestseller that's transformed organisations 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 improved trust, engagement, and efficiency.

# IMPROVE INDIVIDUAL FOCUS AND TEAM PRODUCTIVITY

## SKILLS FOR PEAK PERFORMANCE

The Getting Things Done® (GTD®) methodology was developed 30 years ago by *New York Times* bestselling author David Allen. While David originally developed the methodology by observation, experimentation, and practice, researchers have since shown that the principles taught in GTD relieve cognitive load, allow for increased focus, even result in peak performance and optimal experience, or what is popularly called “flow.”

*In other words, GTD isn't only about getting things done. The real promise of GTD is efficient engagement. It's productivity with presence and purpose.*



# Productivity Pays

*Getting Things Done has helped graduates and clients **improve efficiency, workplace productivity, engagement, and more.***

## 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.

## 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.

## 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.

## EFFICIENCY

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

## ENGAGEMENT

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

*Getting Things Done is available in the following learning formats:*



### VIRTUAL

Virtual, instructor-led learning is delivered as a one day course.



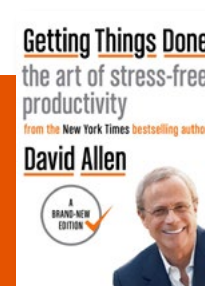
### IN-PERSON

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



## 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

THE GREATEST PREDICTOR  
OF HIGH PERFORMANCE



Habits are unparalleled predictors of long-term outcomes. They affect performance more than talent, intelligence, luck, or decision-making. Most know this, yet we struggle to take control of our habits to get the outcomes we want. If knowing is half the battle, the other half is doing. Success is predicated on self-mastery; high performance is a matter of habit.

# SUCCESS FOLLOWS SELF-MASTERY

### TOOLS FOR TOTAL PERFORMANCE

Based on the bestseller by Charles Duhigg and the latest science in habit formation, The Power of Habit teaches how habits work and how to develop effective habits using skill instead of willpower.

*The course teaches a skill set for mastering any habit. You might call this skill set the habit of all habits. The one to rule them all.*



# Habits Yield Compound Results

*The Power of Habit helps organisations **solve problems related to performance, engagement, leadership development, agility, and more.***

## 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 behavioural 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 organisations successfully help employees meet quality, safety, regulatory, or cultural standards.

## DEVELOPMENT

When employees know how to leverage the power of habit, 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:*



### VIRTUAL

Virtual, instructor led learning is delivered as a one day course.



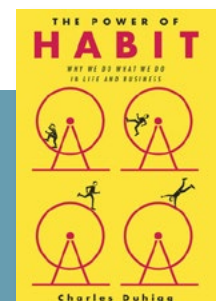
### IN-PERSON

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



## 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 organisations.





## LEADERSHIP SKILLS FOR LASTING BEHAVIOUR CHANGE



When facing persistent, resistant challenges, leaders often surrender to poor results or invest in change efforts that waste time and resources. And yet it's possible to influence behaviour with surprisingly predictable success. For the past thirty years, we've studied leaders with a proven ability to influence rapid, profound and sustainable change. And here's what we know: human behaviour is grounded in six sources of influence. Effective leaders know how to leverage and apply these sources of influence to solve everyday leadership challenges.

# LEADERSHIP IS INFLUENCE

## INFLUENCE IN ACTION

Based on five decades of social science research and work with successful leaders around the world, the Crucial Influence Model reveals why people do what they do and how leaders at every level can influence behaviour for lasting results.

*Crucial Influence reveals the personal, social, and environmental sources that shape human behaviour and teaches a method for engaging these sources to change behaviour.*



# Influence Results

*Our clients have used the Crucial Influence skills to **improve workplace safety, sales enablement, profitability, and more.***

## 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:*



### VIRTUAL

Virtual, instructor-led learning is delivered as a one day course.



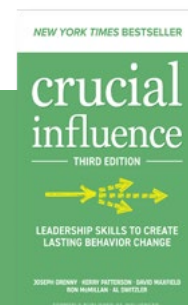
### IN-PERSON

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



## 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 behaviours across small teams and entire organisations.





Crucial Teams®

## ELEVATE TEAM PERFORMANCE



No amount of individual talent can make up for poor relationships and ineffective interactions at work. Success depends on how well people work together. High performing teams are made up of skilled and talented people who also understand and appreciate the different personalities, working styles, motives, and strengths each member brings to the team. When team members know how to cultivate healthy relationships with each other and interact productively, the whole exceeds the sum of its parts.

FRICION IS  
INEVITABLE,  
POOR  
PERFORMANCE  
OPTIONAL

### A TEAM EXPERIENCE

Leveraging the Strength Deployment Inventory and skills to improve interactions, Crucial Teams helps people develop greater self-awareness and an increased understanding of their colleagues. When you understand why you experience friction with others—and why others might feel friction with you—you can turn frustration into appreciation for different viewpoints and ways of working. And ultimately, you can build better relationships and teams.

*Help teammates transform personality differences from a source of friction into a source of strength.*



# Teamwork makes the dream work

*By fostering a deeper understanding of conflict triggers and personality dynamics, Crucial Teams helps individuals prevent unnecessary conflict and manage clashes 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 behaviours 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:*



### VIRTUAL

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

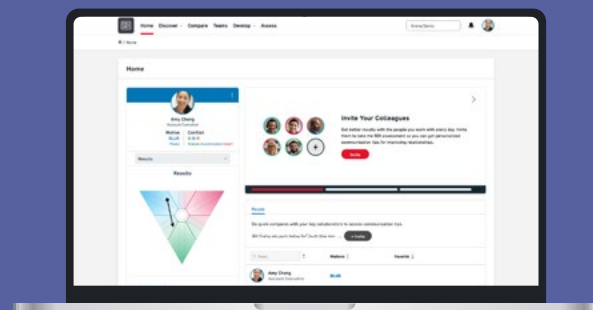


### IN-PERSON

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

## 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 personalised report and the SDI Platform to gain greater understanding of themselves and each other.





Strength  
Deployment  
Inventory®

INSIGHTS TO IMPROVE  
RELATIONSHIPS



Relationships are crucial to people's well being and performance at work. The Strength Deployment Inventory® (SDI®) provides insights about your motives, strengths, and how you experience conflict, to help you improve your relationships— and your results—one interaction at a time.

# HEALTHY RELATIONSHIPS DRIVE RESULTS

## GET TO KNOW THE SDI

The SDI is a personality assessment that provides insights about you and how you relate to others. It measures your motives, how you experience conflict, your strengths, and how your strengths can limit effectiveness when overdone. With these four views, it delivers personalised relationship intelligence to help you and your teams build trust and form productive relationships.

*The Strength Deployment Inventory delivers insights to help you better understand yourself and how you relate to others.*

# SDI Applications

*Insights gained from the SDI have many powerful applications for teams and organisations.*

## 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 organisational 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 SDI is an engaging online assessment, and learners get their results immediately upon completion. They are guided through a journey where they see all four views of themselves. Most learners report that the assessment takes between 20 to 30 minutes to complete.

SDI results include a self-paced debrief with personalised videos and text, a robust, downloadable PDF report, and access to additional resources on the SDI Platform.

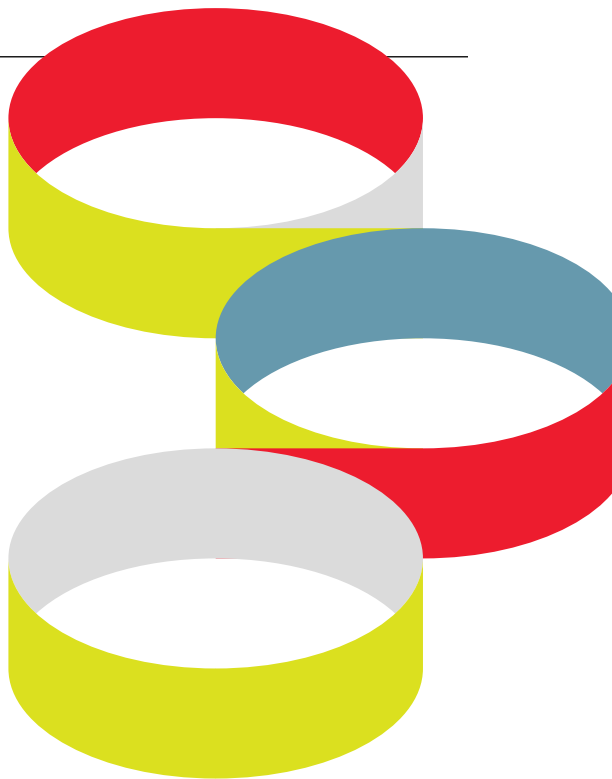
The SDI Platform is available on desktop and mobile. It gives teams a clear view of the motives and strengths of each person on their team so they can better collaborate, communicate, and navigate conflict.

### *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 Course Delivery Options

**We offer three easy options** for bringing our courses to your team or organisation: public courses, private courses facilitated by a Crucial Learning master trainer, or private courses facilitated by one of your employees via our certification program. Choose the best option for your organisation.



## PUBLIC COURSES

Enroll your employees in a virtual, or public course. Our public courses are two-day courses facilitated by a Crucial Learning master trainer. Our virtual public courses are one of the most popular ways to learn the skills taught in our award-winning courses.

Visit  
[www.crucialdimensions.com.au/#public](http://www.crucialdimensions.com.au/#public) to find a date to meet your needs.

## PRIVATE COURSES

Bring in a Crucial Dimensions master trainer to train the in-person or virtual course to your employees. Or, rollout our on-demand courses across your organisation. Crucial Dimensions offers a lineup of experienced, world-class trainers, facilitators, and speakers who are available to join your employees virtually or visit your location to teach any of our award-winning courses.

Visit  
[www.crucialdimensions.com.au/](http://www.crucialdimensions.com.au/) about to read more about our master trainers or contact our team to book a training.

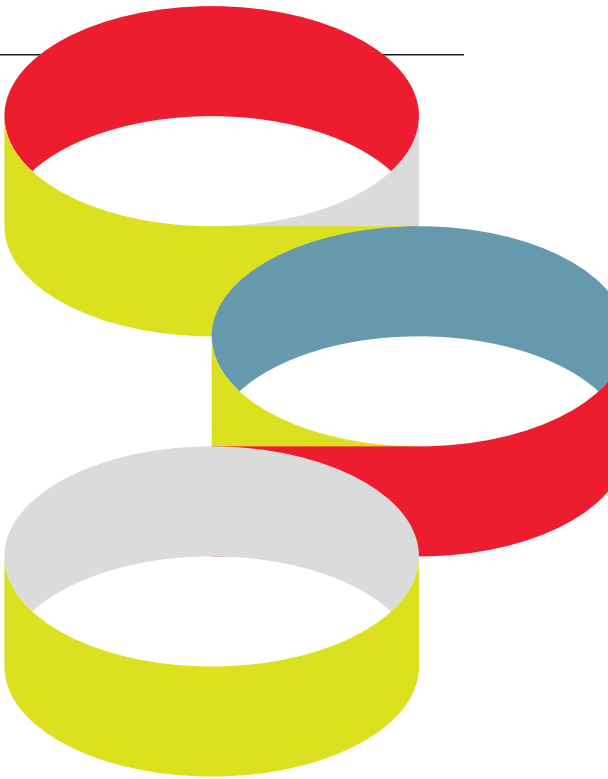
## TRAINER CERTIFICATION

Certify an internal leader to facilitate in-person and virtual private courses. Certification courses are offered virtually.



# How to Implement the SDI

Choose from several implementation options for ensuring the SDI insights improve results.



## CERTIFICATION

The SDI Certification course prepares facilitators with the skills and insight to lead productive and valuable discussions with individuals and groups about their SDI results.



## PRIVATE FACILITATION

Bring in a SDI master trainer to your team or organisation for a tailored learning experience.

Your master trainer can lead a team discussion to help individuals understand their SDI insights as well as the synergies and potential conflict triggers that exist with their coworkers.

## CRUCIAL TEAMS COURSE

Are you considering bringing a course that leverages the SDI insights to your organisation? Crucial Teams focuses on team effectiveness and incorporates the insights from the SDI, as well as skills to build understanding and awareness of others on the team, to move the team to more effective levels of collaboration and teamwork. Become a certified trainer in this course to get started.

# CERTIFICATION

Want to get more results from your change initiatives and employee development programs? Research shows certifying internal leaders and employees to teach their peers is the fastest, most affordable, and most effective path to securing real change and meaningful results.



## WHY GET CERTIFIED?

- Accelerate change and skill development by providing ongoing coaching and leadership.
- Join a community of more than 16,000 facilitators worldwide.
- Achieve personal mastery in crucial behaviours and share them with your colleagues.
- Teach crucial behaviours across your organisation in an efficient, cost-effective way.
- Customize the courses and assessments to your organisation's culture and unique challenges.

## HOW DO YOU GET CERTIFIED?

**The path to certification is simple** and designed to ensure you not only learn and master crucial behaviours, but also learn how to teach them seamlessly and flawlessly to others. How to get started:

### 01 ATTEND THE FULL COURSE OR TAKE ASSESSMENT

Virtual and in-person public courses are available. The SDI assessment is experienced online.

### 02 ATTEND A CERTIFICATION COURSE

After attending the full course or taking the assessment, you're eligible to attend a certification course. Trainer and facilitation certification is offered virtually, but will prepare you to train the course or administer the assessment in any format you choose, including in-person and virtual courses or SDI discussions.

# The Crucial Learning Touch

When investing in learning and development, we know there are many learning solutions and vendors to choose from. You can be confident in partnering with Crucial Learning—our track record speaks for itself. We offer premium learning experiences, stellar customer support, and tangible results. Discover what sets us apart from the rest.



## 01

### AWARD-WINNING INSTRUCTIONAL DESIGN

From our innovative training and assessment platforms to our award-winning original video content, our courses and assessments are some of the highest-rated in the industry.

## 02

### CUSTOMER SATISFACTION

More than 93% of our customers say they are likely to recommend Crucial Learning.

## 03

### PROVEN RESULTS

We've helped nearly half of the Forbes Global 2000 realise significant results using our proven methods.

## 04

### RESEARCH-BACKED SKILLS

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

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*When you put people  
first, everything else  
improves.*

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*Crucial Learning improves the world by helping people improve themselves. By combining social science research with innovative instructional design, we create flexible learning experiences that teach crucial behaviors that have a disproportionate impact on outcomes and solve life's most stubborn problems. Our award-winning courses, assessments, and accompanying 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® (SDI®). They have helped millions achieve better relationships and results, and nearly half of the Forbes Global 2000 have drawn on these crucial behaviors to improve organizational health and performance. [CrucialLearning.com](http://CrucialLearning.com)*

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