



# Crucial Conversations<sup>®</sup>

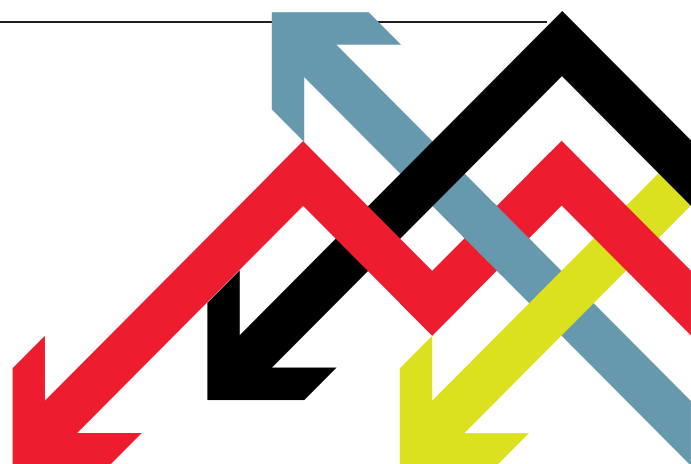
FOR ACCOUNTABILITY

PERFORMANCE MANAGEMENT IMPROVED





# PEOPLE NOT PROCESS



**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 health of any relationship, team, or organisation is a function of the lag time between identifying and discussing problems.”*

Joseph Grenny  
co-author of *Crucial Accountability*



# Accountability at Work

Crucial Conversations® for Accountability teaches a process for managing performance, strengthening trust and reliability, and eliminating inconsistency. It provides skills for holding peers accountable—regardless of position or authority. And whether participants take the course on-demand, virtually, or in-person, they learn the skills through instruction, reflection, practice, and coaching.

## 01 DIAGNOSE

- Identify what caused the gap between expectations and behaviour.

## 02 MAKE IT EASY

- Reduce barriers to keeping commitments.

## 03 MAKE IT MOTIVATING

- Help others want to take action.

## 04 MOVE TO ACTION

- Turn each accountability discussion into a course of action that leads to results.





# BEHAVIOURAL OUTCOMES

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

## HOLD ANYONE ACCOUNTABLE

Speak up no matter the person's power, position, or temperament.

## MANAGE PERFORMANCE

Get positive results and maintain good relationships.

## MOTIVATE OTHERS WITHOUT FORCE

Permanently resolve problems by clarifying natural consequences.

## MANAGE PROJECTS WITHOUT TAKING OVER

Help others avoid excuses, keep projects on track, and resolve performance barriers.

## IMPROVE PERFORMANCE

Agree on a plan, follow up, engage in good reporting practices, and manage new expectations.





# 3 Delivery Options

We offer three ways to learn: attend a public course, bring in a Crucial Dimensions trainer, or have an internal leader get certified to train employees.

## 01 PUBLIC COURSE

Your employees attend a virtual public course. Visit [CrucialDimensions.com.au](https://CrucialDimensions.com.au) to find a public course near you.

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## 02 PRIVATE COURSE

Bring in a Crucial Dimensions master trainer to facilitate the virtual or in-person course across your organisation.

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## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the virtual or in-person course to employees. Certification courses are offered both virtually and in-person.



*"Crucial Learning's virtual course has gone so well. We have loved delivering the course at our own pace. The level of interactivity is excellent, and we've found it's easy to keep everyone engaged through a four-hour learning session."*

**Jennifer Dootson**  
d-Wise



# ACCOUNTABILITY IN ACTION

Our research shows that when people see accountability as “someone else’s job,” they waste time and resources, costing on average \$1,500 and an eight-hour workday for every accountability discussion they avoid. These costs multiply when you consider that 95% of people report struggling to hold their colleagues accountable. On the other hand, when people have a skillset for effectively holding peers accountable, they see improvements across the organisation.

## TEAMWORK

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

## SAFETY

**Pride International** improved their total incident rate by 55% and reported zero accidents that required employees to miss time on the job.

## EFFICIENCY

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

## ENGAGEMENT

**Orkin** saw an 8% decrease in turnover, and **Pride International** decreased turnover by 40%.





# TRUSTED BY





# WHAT PEOPLE ARE SAYING

Clients agree Crucial Conversations for Accountability addresses the central challenges managers and employees face at all levels of the organisation.

***“Crucial Conversations for Accountability showed management how to stop avoiding conflict and helped them recognise that holding others accountable is healthy.”***

**Ardie Harrison**

Vice President of Human Resources,  
Dallas Housing Authority

***“Crucial Conversations for Accountability gives leaders simple, effective tools to address tough problems and move to resolution.”***

**Quint Studer**

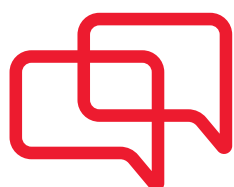
CEO, Studer Group

***“Crucial Conversations for Accountability has changed my life. My stress levels have been reduced, my employees are much happier, and I have improved my relationship with several teammates.”***

**Pamela Popper**

The Wellness Forum



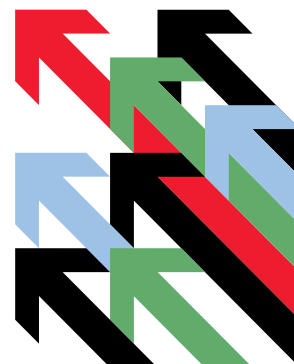


**Crucial Conversations®**  
**FOR ACCOUNTABILITY**

## TAKE THE NEXT STEP

Bring Crucial Conversations for Accountability to your organisation and **improve the way your people manage performance.**

Visit us at [CrucialDimensions.com.au](http://CrucialDimensions.com.au)



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### ABOUT CRUCIAL DIMENSIONS

*Formerly VitalSmarts ANZ, Crucial Dimensions helps organisations build the human skills that drive performance, culture, and results. As the exclusive licensee of Crucial Learning in Australia and New Zealand, we deliver evidence-based training that strengthens communication, accountability, leadership, relationships, productivity, and business acumen.*