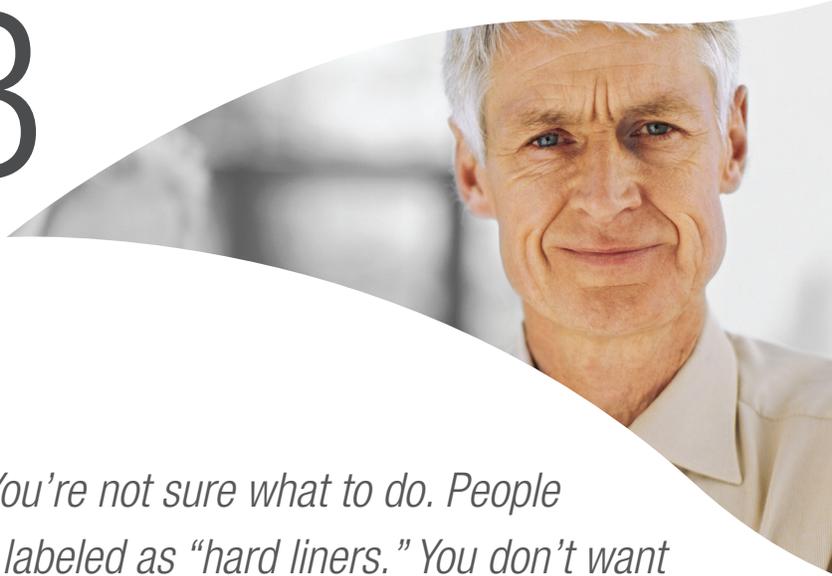


# The LAB



## Sound Familiar?

*A colleague has just missed a deadline. You're not sure what to do. People who speak up in your company are often labeled as "hard liners." You don't want to be labeled, you just want results.*

### Is avoiding face-to-face accountability keeping you or your team from getting the results you need?

Crucial confrontations are the foundation of accountability, and when they are handled poorly, they result in broken promises, violated expectations, lack of accountability, and bad behavior. While the details may vary between industries and organizations, the cost is the same: when teams don't know how to hold each other accountable, performance and relationships suffer.

Whatever the issue—from poor performance or unrealistic expectations to lack of teamwork or strained relationships—it is likely the result of avoiding or mismanaging a crucial confrontation. The Crucial Confrontations® Lab is the solution that brings your team together to get real results.

## What Is the Lab?

The Crucial Confrontations Lab is a customized training and consulting option from VitalSmarts based on the award-winning Crucial Confrontations Training course. The lab approach brings teams together and helps them identify and resolve performance gaps, strengthen accountability, eliminate inconsistency, and reduce resentment.

## Get What You Really Need

- Master **performance discussions**—get positive results.
- **Start holding people accountable**—know when to speak up and how to address the right problem.
- Get **real-time performance coaching** from an expert.

## The Process

The lab is an intensive, research-based course that combines instruction and coaching in the skills of the award-winning Crucial Confrontations Training. Here's how it works:

Phase 1	Phase 2
<ol style="list-style-type: none"><li>1. A VitalSmarts Master Certified consultant interviews each team member to gain an understanding of the issues that are keeping the team stuck.</li><li>2. The consultant customizes Crucial Confrontations Training specifically for the team—with direct application to the team's issues.</li></ol>	<ol style="list-style-type: none"><li>3. The consultant offers real-time coaching as discussions unfold during the training, allowing team members to improve their skills quickly.</li><li>4. The consultant helps the team create an action plan around their unique issues and recommends follow-up actions.</li></ol>

## What's the Next Step?

Talk to a VitalSmarts representative to see how you—and your team—can participate in the ultimate training experience and receive the benefits of a Crucial Confrontations Lab. Call **1.800.449.5989** or visit us at [www.vitalsmarts.com](http://www.vitalsmarts.com).