

# Crucial Conversations® Training

13-14 March 2025

crucial  
conversations®

## Tools for Talking

### WHEN STAKES ARE HIGH

Crucial Conversations is a two-day course that teaches skills for creating alignment and agreement by fostering open dialogue around high-stakes, emotional, or risky topics—at all levels of your organization. By learning how to speak and be heard (and encouraging others to do the same), you'll begin to surface the best ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment.

#### 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. These conversations—when handled poorly or ignored—lead to strained relationships and dismal results.

#### What Does Crucial Conversations Training Teach?

Crucial Conversations teaches participants how to:

- **Speak persuasively**, not abrasively
- **Foster teamwork** and better decisionmaking
- **Build acceptance** rather than resistance
- **Resolve individual and group disagreements**



#### Organizational Benefits of Crucial Conversations

Fortune 500 organizations around the world have turned to the award-winning Crucial Conversations Training to improve bottom-line results like quality, efficiency, satisfaction, safety, etc. Results include:

- **Productivity & Quality.** Sprint Nextel saw a 93 percent improvement in productivity and a 10 to 15 percent improvement in quality, time, and cost
- **Teamwork.** Employees at MaineGeneral Health were 167 percent more likely to speak up and resolve problems with colleagues after being trained in Crucial Conversations
- **Relationships.** Franklin Pierce College reduced passive-aggressive behavior by 14 percent and increased trust levels by 15 percent
- **Performance.** STP Nuclear Power Plant went from total shut-down to generating the most electricity in the nation among two-unit plants
- **Efficiency.** AT&T reduced billing costs by 30 percent and Sprint Nextel reduced customer care expenses by USD20 million annually.

# Training Course Details

Crucial Conversations Training infuses fourteen hours of classroom time with more than 60 original video clips of “before and after” situations. Enjoy video-based instruction from the authors of *Crucial Conversations: Tools for Talking When Stakes are High*. Engage in extensive in-class practice, group participation, and personal reflection as you explore and master these crucial skills.

Day 1		
8:00 a.m.	Lesson 1: <b>Get Unstuck</b>	<ul style="list-style-type: none"> <li>Spot the conversations that are keeping you from what you want.</li> <li>Avoid moving to silence or violence during crucial conversations.</li> <li>Share facts, ideas, feelings, and opinions candidly and honestly.</li> </ul>
9:30 a.m.	Break	
9:45 a.m.	Lesson Two: <b>Start with Heart</b>	<ul style="list-style-type: none"> <li>Identify your own Style Under Stress and manage it.</li> <li>Stay focused on what you really want and maintain dialogue.</li> <li>Understand how motives change when conversations turn crucial.</li> </ul>
11:00 a.m.	Break	
11:15 a.m.	Lesson Three: <b>Master My Stories</b>	<ul style="list-style-type: none"> <li>Stay in dialogue when you're angry, scared, or hurt—“think” your way to the root cause of negative emotions.</li> <li>Discover your stories—how do you justify your behavior?</li> </ul>
12:00 p.m.	Lunch	
1:00 p.m.	Lesson Three: <b>Master My Stories, cont.</b>	<ul style="list-style-type: none"> <li>Eliminate Victim, Villain, and Helpless Stories, and improve your results.</li> </ul>
2:00 p.m.	Break	
2:15 p.m.	Lesson Four: <b>STATE My Path</b>	<ul style="list-style-type: none"> <li>Speak persuasively, not abrasively.</li> <li>Get your meaning across even with potentially threatening messages.</li> </ul>
3:30 p.m.	Break	
3:45 p.m.	Lesson Four: <b>STATE My Path, cont.</b>	<ul style="list-style-type: none"> <li>Share strong opinions without shutting down contrary views.</li> <li>State your mind while making it safe for others to do the same.</li> </ul>
5:00 p.m.	End of Day One	
Day 2		
8:00 a.m.	Lesson Five: <b>Learn to Look</b>	<ul style="list-style-type: none"> <li>Spot the warning signs that indicate safety is at risk.</li> <li>Notice various forms of silence and violence.</li> <li>Step out of a conversation and notice how to make it work.</li> </ul>
9:30 a.m.	Break	
9:45 a.m.	Lesson Six: <b>Make It Safe I</b>	<ul style="list-style-type: none"> <li>Take steps to rebuild safety and return to dialogue.</li> <li>Talk about almost anything—without silence violence.</li> </ul>
11:00 a.m.	Break	
11:15 a.m.	Lesson Six: <b>Make It Safe I, cont.</b>	<ul style="list-style-type: none"> <li>Use specific skills to keep everyone sharing information.</li> </ul>
12:00 p.m.	Lunch	
1:00 p.m.	Lesson Seven: <b>Make It Safe II, cont.</b>	<ul style="list-style-type: none"> <li>Establish and maintain mutual purpose and mutual respect.</li> <li>Recognize when you're at cross-purpose.</li> </ul>
2:00 p.m.	Break	
2:15 p.m.	Lesson Eight: <b>Explore Others' Paths</b>	<ul style="list-style-type: none"> <li>Use exploring skills to make it safe for others to speak up.</li> <li>Diffuse others' violence and eliminate silence.</li> <li>Get safely to the meaning behind others' emotions.</li> </ul>
3:45 p.m.	Break	
4:00 p.m.	Lesson Nine: <b>Move to Action</b>	<ul style="list-style-type: none"> <li>Put Crucial Conversations principles and skills together.</li> <li>Move from healthy dialogue to taking action and achieving results.</li> </ul>
5:00 p.m.	End of Training	

For registration, contact us at **TeamSYNthesis**

**BOOK YOUR SEAT TODAY**

**Scheduled Class  
13-14 March 2025**

### 2-Day Crucial Conversations Fees

Local Delegate

MQA Approved - RS42,000\* Only

Foreign Delegate

USD2,000\* Only

\* Fees inclusive of Crucial Conversation Training Materials

## About the Facilitator



*Principal Consultant and Master Trainer. **Visiting Fellow** with focus in leadership, organizational development & organizational effectiveness research. Multi-industry exposure with extensive travel to Australia, New Zealand, South Africa and United States of America.*

*Fifteen years with the Ford Motor Company (both locally and overseas) holding specialist and managerial positions in Organisation Planning, Personnel Administration, Industrial Relations and Training and Development. In 1982, joined the Graduate School of Business Administration, University of the Witwatersrand as Senior Lecturer in Business Administration. Teaching and research interests have been in Organisation Behaviour, Organisation Design and Development, Human Resources Development, Personnel Systems and Practices, Change Management and Leadership. Headed the Human Resources Strategy Area for five years, providing administrative and academic leadership for the general human resource disciplines at the School. He is committed to teaching and in 1992 was awarded the **Simpkins Communication Dynamics Prize** for his teaching at the School. He was awarded the South African Business Management Association medal for an academic article presented in 1992. He received the **ROI Institute Prize** for the Best Published Case Study in 2012. He still lectures at various business schools on a part-time basis. Jay holds a B.Sc(Soc), a post-graduate diploma in Human Resource Management, a certificate in Labour Law and a Masters degree in Business Leadership.*

*While at the Business School he consulted widely to organisations and institutions on strategy implementation, leadership, service, change management, human resource development and personnel systems. In 2003 was appointed a Visiting Fellow at the Rhodes University Investec Business School. In 1992 started the Covey **Leadership Centre (Southern Africa), which later became Franklin Covey Southern Africa, responsible for leadership and organizational development and organizational effectiveness research.** Left in 2004 to focus on current interests. Consulted extensively to the Banking Industry (Standard Bank Credit and Africa Divisions) on leadership, strategy implementation and team effectiveness.*

46<sup>th</sup> Crucial Conversations 13-14 March 2025

### 1. PERSONAL DETAILS

Mrs  Miss  Ms  Mr  Title (Dr, Prof, etc) \_\_\_\_\_  
First Name (s) \_\_\_\_\_ Surname \_\_\_\_\_  
Company Address \_\_\_\_\_ Country \_\_\_\_\_  
\_\_\_\_\_ Company \_\_\_\_\_  
\_\_\_\_\_ Office Email \_\_\_\_\_  
Mobile Number (WhatsApp) \_\_\_\_\_  
Tel. (Incl. area code & extension) \_\_\_\_\_ PO Number: \_\_\_\_\_  
Email \_\_\_\_\_ Company BRN: \_\_\_\_\_  
Meal Preferences: Veg  Non-veg  Company VAT: \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

### 2. PROFESSIONAL BACKGROUND

Qualifications \_\_\_\_\_ Years of Working Experience \_\_\_\_\_  
Years of Management Experience \_\_\_\_\_ Additional Information \_\_\_\_\_  
Professional Management Membership \_\_\_\_\_

### 3. REGISTRATION METHOD

Email: [PLCSecretariat@teamsynthesis.com](mailto:PLCSecretariat@teamsynthesis.com) Post: TeamSYNthesis (Mauritius & Africa) Ltd  
4A Hitchcock Avenue  
Quatre Bornes  
Mauritius  
Phone: (230) 465 0048/ (230) 454 7719  
Fax: (230) 4546730

### 4. MODE OF PAYMENT

**(Local Delegates - Rs.42,000, MQA Approved)**

Number of participants \_\_\_\_\_  
Number of participants \_\_\_\_\_  
The only method of payment acceptable is via Telegraphic Transfer to the bank account of the Team SYNthesis (Mauritius & Africa) Ltd. Payment must be received 10 days before the start of the course.  
O Please find enclosed a cheque for Rs. \_\_\_\_\_  
O Please invoice my institution and payment will be made prior to the start of the Course.  
**Swift Code:** STCBMUMU  
**Account Name:** Team SYNthesis (Mauritius & Africa) Ltd  
**Bank Account No:** 610 301 0003 7432  
**Bank Name:** State Bank of Mauritius  
**Bank Address:** State Bank Tower  
1 Queen Elizabeth II Avenue  
Port Louis , Mauritius  
Cheque should be drawn to the order of Team SYNthesis (Mauritius & Africa) Ltd

### 5. INFORMATION & DISCLAIMER

#### PAYMENT POLICY

Payment is due in full at the time of registration. Full payment is mandatory for event attendance.

#### CANCELLATIONS & SUBSTITUTIONS

Once registration form is received by Team SYNthesis and invoice issued to participants, payment is expected. You may substitute participants at least 5 working days prior to the beginning of the Course. Cancellations will be refunded the preceding cancellations, participants can be transferred to the next Crucial Conversations session but such transfer is allowed ONCE only regardless of the period of notice. No refund is given for any late cancellations or for participants who do not show up for the course (no-show or partial show). The Organizers reserve the rights to

#### VENUE & ACCOMODATION

The African Leadership Centre  
4A Hitchcock Avenue  
Quatre Bornes