

Ever Wonder What Makes the Best the Best?

Whenever you aren't getting the results you're looking for, it's possible that a crucial conversation is needed before any progress can be made. Whether it's a problem with a difficult customer, poor quality, slow time-to-market, declining customer satisfaction, or a strained relationship-whatever the issue-if you can't talk honestly with key people about almost anything, you can expect lackluster results.

Crucial Conversations Are Everywhere

Through Crucial Conversations® people at every level will learn to hold relevant crucial conversations:

- You have a **long-term relationship with a good customer** who is having difficulty making their loan payments. **What is the best way to approach them and protect the relationship?**
- How can you discuss changes in compensation and incentive plans that are producing **stress** and **anxiety**?
- You have successfully hired employees from the Generation X and Y pool. This has produced a number of unforeseen problems in the workforce. How **can you modify your leadership style for a win-win outcome?**
- Merger talks are producing **high emotions**. You're not sure how to negotiate terms and you don't agree with the proposed succession plan. **How can you tell the chairman of the board your thoughts without causing a rift?**

Top leaders and employees don't avoid these issues. Instead, they step-up to controversial and heated issues, and discuss them in a way that makes it safe for everyone.

Regional and In-house Programs

- Based on the New York Times, Wall Street Journal, and Business Week best-selling book, "Crucial Conversations: Tools for Talking When Stakes are High" by VitalSmarts™
- Certified instructors
- 16-hour course offered exclusively to Farm Credit members/affiliates
- **Open Enrollment Programs:** \$1,000 per person
- **Special In-House Rates:** \$6,000 flat-rate + \$350 per person Class size: ≤25

Benefits of holding Crucial Conversations® In-house

- Address specific organizational crucial conversations
- Build relationships between colleagues
- Save on tuition and travel expenses
- Decrease travel time
- Increased savings with larger number of participants
- Customize program to address specific crucial conversations

Get started on improving communication with two days of hands-on training. **Crucial Conversations®** skills will make a significant difference in your personal and professional life.

For more information contact:

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