

## **"Crucial Conversations" Receives Training Product of the Year Award**

**Provo, Utah, Oct 7, 2004 ---**

VitalSmarts, a world leader in organizational performance and leadership, received Top Training Product of the Year honors this month from *Human Resource Executive* magazine for its Crucial Conversations training program (based on the *New York Times* bestselling book of the same title, McGraw-Hill 2002).

Kerry Patterson, chief development officer for VitalSmarts, says their training product teaches people how to step up to controversial, high-stakes discussions in a way that not only solves problems, but also builds relationships.

"Name a hot topic, latest issue, or pressing problem, and at its heart you'll find the need to improve crucial conversation skills," says Patterson. "Crucial Conversations training teaches both organizations and individuals how to improve these skills for immediate, dramatic results."

Crucial Conversations training draws on more than 25 years of research and includes more than 100 customized video clips to support trainers of all types. The training is offered in public seminars or to organizations in-house and offers tools that yield results in areas like productivity, quality, safety, diversity, change management and personal relationships.

Lawson Pride, an assistant vice president at Trustmark Insurance Company, says his company has seen measurable results after implementing the Crucial Conversations training program. "I am delighted by the consistently positive reaction and feedback that we get from the 'Crucial Conversations' training program," says Pride. "The content is easy and engaging, the leader's guide is excellent and the videos are exceptionally well done. We have definitely seen improved managerial communications and productivity around difficult work conversations."

Crucial Conversations training was chosen as a top Training Product of the Year by *Human Resource Executive Magazine* among products released from Oct. 1, 2003 through Sep. 30, 2004. Five top products were selected as the best of the year based on a series of criteria, including how well the product meets its self-stated objectives, the value it brings to the HR community and its level of innovation.

"Crucial Conversations is a best-in-class solution," says Patterson. "This product provides a thoroughly enjoyable and life-changing training experience."

---

Accord Consulting is a registered and globally accredited provider of Crucial Conversations training.

To find out more visit our website on [www.inaccord.org](http://www.inaccord.org)  
or contact Peter Howard in our Sydney office on +61 (2) 9680 7501