August 26 & 27, 2010
Arkansas Hospital Association
419 Natural Resources Drive
Little Rock, Arkansas

Program is from 8:00 a.m. — 4:30 p.m.
(Registration begins at 7:30 a.m.)

GET UNSTUCK

...AND RAPIDLY IMPROVE THE RESULTS YOU CARE ABOUT MOST

Organizations mired in mediocre results (or perhaps not achieving the heights leaders had hoped for) can generally count on a predictable and correctable root cause: their employees are either not willing or not able to bring up touchy, controversial or high-stakes issues and handle these discussions well.

Crucial Conversations Training teaches individuals and teams from different backgrounds, departments and specialties how to willingly and effectively surface and discuss ideas in a way that leads to virtually everyone buying into the decisions, creating broad alignment, maximizing energy and ensuring commitment to the best ideas. When taught, these skills inevitably result in rapid, sustainable and wide-reaching positive changes in the results that you care about most.

Make Crucial Conversations skills one of your best practices and everything gets better.

Space is Limited to 50 Participants! NO EXCEPTIONS!!!

50% off the Public Price for AHA Members!
A Culture of Silence
The national study by VitalSmarts and the American Association of Critical-Care Nurses (AACN), *Silence Kills: The Seven Crucial Conversations for Health Care*, discovered that holding a crucial conversation with a co-worker who takes shortcuts, makes a mistake, or demonstrates dangerous incompetence can be so intimidating that nine out of ten healthcare professionals remain silent.

Break the Silence
Crucial Conversations Training will give you the skills to build relationships while candidly discussing even the toughest issues. Whether you’re concerned with patient safety, quality care, productivity or declining morale – whatever the issue – if you cannot openly and honestly discuss it, you can expect poor, even fatal, results.

Backed by Research
Drawing on 30 years of research, this award-winning course teaches best practices to transform the work environment so that healthcare professionals succeed as healers, and patients can receive the best possible care.

Who Needs Crucial Conversations Training?
Crucial Conversations Training is a must for everyone in the healthcare industry. Here’s why:

- Physicians, nurses and primary caregivers will use the skills to create alignment and trust when split-second decisions can mean the difference between life and death.
- Chief executive officers and hospital administrators will use the skills to influence the culture of the organization and make the best decisions when allocating limited resources.
- Risk managers and patient safety officers will use the skills to execute large safety and quality initiatives, often implementing Crucial Conversations Training as an initiative in and of itself.

Continuing Education Credit – 14 Hours
Crucial Conversations Training has been approved by the American Association of Critical-Care Nurses (ACCN) for 14 Contact Hours, Category O, file number 00013715. Ask your trainer how you can receive credit.

As an independent chartered Chapter of the American College of Healthcare Executives, the Arkansas Health Executives Forum is authorized to award 14 pre-approved Category II continuing education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have it considered for Category II (non-ACHE) credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

Workshop Location
This workshop will be held at the Arkansas Hospital Association (AHA), 419 Natural Resources Drive, Little Rock. For driving directions, please visit [http://maps.google.com/maps/place?hl=en&georestrict=input_srcid%3Ad08f97ccd270b2cb](http://maps.google.com/maps/place?hl=en&georestrict=input_srcid%3Ad08f97ccd270b2cb). Information on nearby hotels is included with this program brochure.

What Have Participants Been Saying?

“AACN has embraced Crucial Conversations as the foundation for the skilled communication that is necessary to ensure patient safety and quality care.”

– Debbie Brinker, President, American Association of Critical Care Nurses

“We feel passionately about building a better hospital. Crucial Conversations skills have helped us be thoughtful about ideas and resources so we can get every issue on the table.”

– Russell Tolman, Chairman and CEO, Cook Children’s Hospital

“I have never attended a development course that has completely changed my life and produced immediate results as much as Crucial Conversations has.”

– Richard D. Jarvis, President, Extraordinary Development, Inc.
The program begins each day at 8:00 a.m. and ends at 4:30 p.m.  
Registration begins at 7:30 a.m. each morning.

Course Details
Crucial Conversations Training infuses 14 hours of classroom time with more than 120 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.

Lesson You’ll Learn To
1. Get Unstuck
   - Spot the conversations that are keeping you from what you want.
   - Avoid moving to silence or violence during crucial conversations.
   - Share facts, ideas, feelings, and opinions candidly and honestly.
   - Discover how better information helps identify problems earlier and keeps them from getting out of hand.

2. Start with Heart
   - Stay focused on what you really want and maintain dialogue.
   - Learn how to work on me first.
   - Understand how motives change when conversations turn crucial.

3. Learn to Look
   - Spot the warning signs that indicate safety is at risk.
   - Notice various forms of silence and violence.
   - Take steps to rebuild safety and return to dialogue.
   - Step out of a conversation and notice how to make it work.
   - Identify your own Style Under Stress™ and manage it.

4-5. Make It Safe
   - Talk about almost anything – without silence and violence.
   - Use specific skills to keep everyone sharing information.
   - Establish and maintain mutual purpose and mutual respect.
   - Recognize when you’re at cross-purposes.

6-7. Master My Stories
   - Stay in dialogue when you’re angry, scared or hurt – “think” your way to the root cause of negative emotions.
   - Discover your stories – how do you justify your behavior?
   - Eliminate victim, villain and helpless stories, and improve your results.

8. STATE My Path
   - Speak persuasively, not abrasively.
   - Get your meaning across, even with potentially threatening messages.
   - Share strong opinions without shutting down contrary views.
   - State your mind while making it safe for others to do the same.

9. Explore Others’ Paths
   - Use exploring skills to make it safe for others to speak up.
   - Diffuse others’ violence and eliminate silence.
   - Encourage others to share issues they fear bringing up.
   - Get safely to the meaning behind others’ emotions.

10. Move to Action
    - Put Crucial Conversations principles and skills together.
    - Move from healthy dialogue to taking action and achieving results.

Participant Materials
- Crucial Conversations Participant Toolkit (224-page training workbook)
- Crucial Conversations Action Planner
- Contract cards and model cards
- Crucial Conversations: Tools for Talking When Stakes are High (New York Times bestseller based on this training course)
- Crucial Conversations Audio CD Companion (6-CD audio workout for strengthening Crucial Conversations Skills)
- A subscription to the Crucial Skills Reminder, a weekly e-mail service
- Follow-up Web resources (a self-scoring Style Under Stress™ self-assessment, video examples, downloadable samples and more)
- Access to a complete line of books, audio companion CDs and Web Seminars at www.crucials skills.com
Meet The Trainer!
Dave Angel brings more than twenty-five years of experience in providing strategic leadership in the areas of training, facilitation and the development of organizational and employee competencies to the VitalSmarts Facilitator Faculty. Specializing in participant-centered learning, Dave helps individuals, teams and organizations increase organizational effectiveness, achieve bottom-line results and become measurably more vital.

Master Trainer
Dave is a Master Certified Trainer in Crucial Conversations®, Crucial Confrontations™, and Influencer Training™. He has extensive experience introducing and teaching these crucial skills to leaders as well as frontline employees. Clients continually praise Dave for his ability to help them achieve hard-hitting results in the areas where they need it the most.

A respected and valued instructor, Dave consistently receives accolades for his charismatic presentation style and highly participant-centered training design. His experience, coupled with an engaging and energetic style, has clients asking for his return again and again.

Dynamic Speaker
In addition to his experience as a consultant and trainer, Dave is a skilled presenter, addressing audiences on the topics of leadership development, morale and motivation, collaborative communication, and personal accountability. Audiences range from small executive retreats to large organizational meetings to conference keynotes.

Business Results Expert
Dave worked closely with leaders at Covenant Healthcare to implement Crucial Conversations Training as part of a major culture change initiative occurring across the multi-hospital organization.

By using the skills found in Crucial Conversations, leaders and employees who once experienced critical issues that halted productivity, addressed and resolved their problems within their teams and experienced improved results. One surgery manager retained two long-term employees by finally stepping up and holding the crucial conversations that were needed.

Education
Dave received his bachelor’s degree in Speech Communication from the University of Tennessee and did his graduate work in Organizational Communication at Southern Illinois University. He is a member of the American Society for Training and Development.

About VitalSmarts
VitalSmarts is an innovator in corporate training and organizational performance. The company is home to the award-winning Crucial Conversations® training and the New York Times bestsellers, Crucial Conversations: Tools for Talking When Stakes are High, and Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior. VitalSmarts has been ranked twice by Inc. magazine as one of the fastest growing companies in America and has trained more than 500,000 people worldwide. Visit them at www.vitalsmarts.com.
Registration Form
Arkansas Hospital Association
419 Natural Resources Drive
Little Rock, Arkansas
August 26 & 27, 2010

Name ____________________________________________

Title ____________________________________________

Organization ______________________________________

Address __________________________________________

City __________________________ State __________ Zip __________

Telephone ___________ FAX ___________ E-Mail __________________

Registration Fee  $500 per participant (Before Registration Deadline — August 19, 2010)
This includes instruction materials* and lunch. (This is a special pricing available to AHA member hospitals: 50% off public Crucial Conversations Training price!)

* The registration fee includes 14 hours of instruction by VitalSmarts Master Trainer, Crucial Conversations Toolkit (224-page training workbook), Crucial Conversations Action Planner, Contract cards and model cards, Crucial Conversations: Tools for Talking When Stakes are High, Crucial Conversations Audio CD Companion, course completion certificate, subscription to the Crucial Skills Reminder, a weekly e-mail service, follow-up Web resources, access to a complete line of books, audio companion CDs and Web Seminars.

A $50 late fee will be added to all registrations at the door and those received after August 19.

Method of Payment

Check Enclosed (Please make checks payable to: Arkansas Hospital Association)

Credit Card: □ VISA □ MasterCard

Cardholder’s Name: ____________________________________________
Cardholder’s Number: __________________________ Exp. Date: __________
Cardholder’s Signature: ____________________________________________ Phone: __________

2 Ways to Register

Fax: 501-224-0519

Mail: Anna Sroczynski, Registrar
Arkansas Hospital Association
419 Natural Resources Drive
Little Rock, AR 72205
501-224-7878

Refunds and Cancellations
If cancellations are received in writing five business days prior to the date of the workshop, 50% of the registration fee is refundable. Registrants who cancel the day of the program or fail to attend must pay the entire fee. Substitutions, however, are permitted. Registrations that are phoned in or faxed are subject to the same cancellation policy. (Note: All cancellations must be received in writing by the registrar.)

DEADLINE TO REGISTER: AUGUST 19, 2010