

# Specialized training to ensure *Flawless Execution*

*Ensure Project Success with the Silence Fails Track for Crucial Conversations®*

## Understanding the Silence Fails Study

The national study, *Silence Fails: The Five Crucial Conversations for Flawless Execution*, identified the conversations that, when avoided, cause the most costly barriers to project success.

**Fact-Free Planning.** A project is set up to fail with deadlines or resource limits that were set without gathering all of the facts or consulting all stakeholders.

**AWOL Sponsors.** A sponsor doesn't provide leadership, political clout, time, or energy to see a project through to completion.

**Skirting.** People avoid the priority-setting process.

**Project Chicken.** Team leaders and members don't admit when there are problems with a project but wait for someone else to speak up first.

**Team Failures.** Team members perpetuate dysfunction when they are unwilling or unable to support the project.

*The Silence Fails study revealed that the inability to discuss a problem can be more destructive than the problem itself. Learn to hold five crucial conversations and improve project success. It's that simple.*

## Ensure Flawless Execution

The Silence Fails track teaches participants how to recognize the five crucial conversations identified in the *Silence Fails* study and how to address them using Crucial Conversations skills.

## Recommended for . . .

This track is perfect for individuals who work in large and small teams, have interdependent roles, and contribute to a larger process, project, or initiative.

New targeted videos, exercises, and rehearsals are designed to provide immediate application of skills without increasing class time. Certified trainers must install an update to their standard presentation, while participants use the same classroom materials.

## What's the Next Step?

Talk to a VitalSmarts representative to see how you can help improve project success and ensure flawless execution by bringing the Silence Fails track to your organization.

Call **1.800.449.5989** or visit us at [www.vital-smarts.com](http://www.vital-smarts.com).