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CRUCIAL CONVERSATIONS™
Tools for Talking when Stakes are High

Presenter:

David Maxfield, Director of Research, VitalSmarts



David Maxfield is the director of research for the VitalSmarts consulting firm, which conducted the Silence Kills: The Seven Crucial Conversations for Healthcare study showing that poor communication and collaboration among health professionals relates significantly to continued medical errors and staff turnover. He is currently leading a series of studies on the role crucial conversations play in organizations, teams and relationships. Mr. Maxfield did his undergraduate work at Haverford College and his doctoral work in psychology at Stanford University. Over the last 25 years, he has taught at Stanford and at Brigham Young University, and has consulted with more than 200 organizations.

Target Audience: Employees at all Levels

Program Overview: Crucial Conversations™ introduces the principles you need to handle crucial “conversations - principles” that if practiced will yield major improvements in areas like productivity, quality, safety, diversity, change management, and personal relationships. These principles also provide tools for “talking” when the stakes are high, emotions are strong, and opinions differ.

Crucial Conversations™ was developed by VitalSmarts after more than 25 years of research in two dozen industries involving over 25,000 individuals. Many companies in our industry have benefited from learning the Crucial Conversations™ skills. This program will focus on effective practices from leaders in our industry and key points to utilizing Crucial Conversations™ in handling the backlash from customers over winter gas prices. We will also explore scenarios and recommend responses for employees to use as job aids and refreshers during the winter.

Participants will be able to:

- Create and maintain healthy dialogue
- Speak persuasively, not abrasively
- Gain control and appropriate timing of emotional responses
- Influence others in a positive way
- Make it safe for others to be candid
- Improve collaboration and reduce conflict between teams and departments
- Interact effectively with any level of an organization
- Turn crucial conversations into action to get desired results

CTN would like to thank ALAGASCO for sponsoring this program

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