

CRUCIAL LEARNING TRAINER CERTIFICATION





TRAINER CERTIFICATION OVERVIEW

CHANGE LIVES AND SECURE RESULTS

Want to get more results from your change initiatives and employee development programs?

Research shows certifying internal leaders and employees to train their peers in crucial skills is the fastest, most affordable, and most effective path to securing real change and meaningful results.



Crucial Conversations[®]
FOR MASTERING DIALOGUE



Crucial Conversations[®]
FOR ACCOUNTABILITY



The Power of Habit[™]



Getting Things Done[®]



Influencer



Why Get Certified?

Crucial Learning certification offers individuals, and the organizations they serve, the following benefits:

- **Achieve personal mastery** in crucial skills and share them with your colleagues.
- **Teach crucial skills across your organization** in an efficient, cost-effective way.
- **Customize the courses** to your organization's culture and unique challenges.
- **Accelerate change and skill transference** by providing ongoing coaching and leadership.
- **Join a community** of more than 16,000 facilitators worldwide.



HOW DO YOU GET CERTIFIED?

The path to certification is simple and designed to ensure you not only learn and master crucial skills, but also how to teach them seamlessly and flawlessly to others.

1 OBTAIN PROVISIONAL CERTIFICATION

- **Attend the full course.** Virtual and in-person courses are available.
Note: On-Demand courses do not qualify towards certification.
- **Attend a certification course.** Once you've attended the full course, you're eligible to attend a certification course. Both virtual and in-person options are available. Regardless of the format you've been certified in, you'll be prepared to facilitate the course in any format you choose, in-person or virtual.

2 BECOME A CERTIFIED TRAINER

- **Teach three courses within nine months.** Certification graduates must facilitate either in-person or virtually and report back through the Trainer Zone, the Crucial Learning online certified trainer portal. Provisionally certified trainers may teach in any format while completing their certification.



WHAT TO EXPECT

Crucial Learning has designed a certification program that guarantees the facilitator—regardless of experience or ability—is the star of the show. Our clients say it’s simply the best in the business. Here’s what you can expect from certification:

APPLICATION AND COACHING

To simulate the facilitation experience, apply the skills as well as coach others through their use of the skills. Prepare powerful personal stories and exercises.

TEACHBACK

Demonstrate your facilitation skills during a fifteen-minute “teachback.” Receive coaching and feedback from peers and your master trainer.

VIDEOS AND EXERCISES

Get familiar with the videos and exercises from the course. Learn how to tailor the course to your audience and how to set-up and debrief videos and exercises for maximum learning impact.

PRACTICE

Learn to use the Crucial Learning instructional platform (called the VIP) and ways to create an engaging and effective learning environment.

COURSE CONTENT REVIEW

A cognitive assessment identifies areas and skills that need additional mastery.





CERTIFICATION MATERIALS

Participants receive the following materials which will prepare them to facilitate in any format—in-person, virtual, or blended:



CERTIFICATION MATERIALS:

- Trainer guide
- Access to the VIP—the Crucial Learning instructional platform
- 60-day on-demand license (Influencer is not available on-demand)
- Access to the Trainer Zone—an online library of tools, videos, and training resources

RESPECTIVE COURSE MATERIALS:

Crucial Conversations for Mastering Dialogue learner guide and downloadable model poster

Crucial Conversations for Accountability learner guide and downloadable model poster

Getting Things Done® learner guide and downloadable model poster

The Power of Habit™ learner guide and downloadable model poster

Influencer learner guide and classroom kit



We're Standing By To Support You

Crucial Learning trainers are supported by resources, events, and a global community of engaged peers and master trainers eager to share ideas and answer questions.

- 1 TRAINER ZONE** Our online library is stocked with tools, videos, and training aids to help you facilitate and implement a Crucial Learning course across your organization.

- 2 TRAINER SUPPORT AND ONBOARDING** The Crucial Learning training support team and onboarding program will help you master the skills and access resources and materials for a successful course implementation.

- 3 REACH CONFERENCE** Every 18 months, we gather our global trainer community and clients for a premier, in-person celebration and trainer development experience.

- 4 WEBINARS AND NEWSLETTERS** Our monthly trainer newsletter and quarterly trainer webinars are filled with best practices for improving your facilitation skills.

- 5 FACEBOOK GROUP** Join thousands of engaged Crucial Learning trainers online where you can ask questions, share ideas, and get support from peers and master trainers.

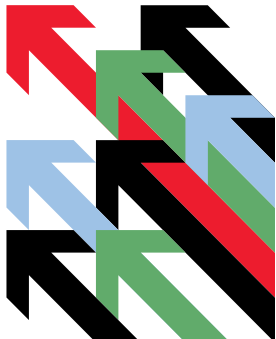
- 6 REWARDS AND RECOGNITION** Through the Lives Impacted Program, we reward and recognize our trainers and their achievements in helping to change lives by changing behavior.





NEXT STEPS

If you're ready to enjoy the personal and organizational benefits of becoming a Crucial Learning certified trainer, give us a call at 1.800.449.5989 or visit CrucialLearning.com.



ABOUT CRUCIAL LEARNING

Formerly VitalSmarts, Crucial Learning improves the world by helping people improve themselves. We offer courses in the areas of communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, called crucial skills. Our award-winning courses and accompanying bestselling books include Crucial Conversations®, Crucial Accountability®, Influencer, The Power of Habit™, and Getting Things Done®. CrucialLearning.com

