

Trainer Certification Overview

*Change Lives
and Secure Results*



crucial
conversations®

crucial
accountability®

influencer

gtd®
GETTING THINGS DONE

THE POWER OF
habit™

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.

Why Get Certified?

VitalSmarts 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.

Step 1: Obtain Provisional Certification

- **Attend the full course.** Live Online virtual and Live classroom workshops are available.

Note: Online, 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 Live Online and Live in-person options are available. Live Online certification is a one-week course with three, two-hour, live virtual sessions taught by a VitalSmarts Master Trainer and two self-paced sessions. Live, in-person certification includes two days of instruction with a Master Trainer. Regardless of the modality you've been certified in, you'll be prepared to facilitate the course in any modality you choose, in-person or virtual.

Step 2: Become a Certified Trainer

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

What to Expect

VitalSmarts has designed a train-the-trainer 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:

COURSE CONTENT REVIEW

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

TEACHBACK

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

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.

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 VitalSmarts Instructional Platform (VIP) and ways to create an engaging and effective learning environment.



Certification Materials

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

Certification Materials:

- Trainer Guide and Trainer Bag
- Access to the VitalSmarts Instructional Platform (VIP)
- 1-year Adobe Connect License
- 60-day On-Demand License (GTD®, Crucial Conversations®, and The Power of Habit™ only)
- Access to the Trainer Zone – an online library of tools, videos, and training resources

Respective Course Materials:

- **Crucial Conversations®**
Toolkit and downloadable model poster
- **Crucial Accountability®**
Toolkit and downloadable model poster
- **Getting Things Done®**
Toolkit and downloadable model poster
- **The Power of Habit™**
Toolkit and downloadable model poster
- **Influencer Training®**
Toolkit & Classroom Kit

We're Standing By To Support You

VitalSmarts trainers are supported by resources, events, and a global community of engaged peers and Master Trainers eager to share ideas and answer questions.



TRAINER ZONE

Our online library is stocked with tools, videos, and training aids to help you facilitate and implement a VitalSmarts course across your organization.



TRAINER SUPPORT AND ONBOARDING

The VitalSmarts training support team and onboarding program will help you master the skills and access resources and materials for a successful training implementation.

REACH

REACH CONFERENCE

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



WEBINARS AND NEWSLETTERS

Our monthly trainer newsletter and quarterly trainer webinars are filled with best practices for improving your facilitation skills.



FACEBOOK GROUP

Join thousands of engaged VitalSmarts trainers online where you can ask questions, share ideas, and get support from peers and Master Trainers.



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.

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Next Steps

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

About VitalSmarts

Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, Influencer, Getting Things Done®, and The Power of Habit™ courses and *New York Times* best-selling books of the same titles. These courses enable organizations to achieve new levels of performance by changing employee behavior. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 2.6 million people worldwide.