Receive Three Powerful Resources

Continue to improve your results with three powerful resources:

**Style Under Stress Assessment** — a self-scoring personal assessment to evaluate your crucial conversation skills.

**MP3 Audio Files** — additional audio tracks from the authors of Crucial Conversations

**Video Examples** — watch examples of Crucial Conversation skills in real-life situations.

To receive an e-mail with your three free resources, simply visit www.vitalsmarts.com/freeresources and provide us with your contact information.
The Law of Crucial Conversations®

Anytime you find yourself stuck, there are crucial conversations keeping you there. Identify the crucial conversations that you’re not holding or not holding well, and get better at everything.

### The Law of Crucial Conversations
- **WITHDRAWING**
- **AVOIDING**
- **MASKING**
- **ATTACKING**
- **LABELING**
- **CONTROLLING**

#### PRINCIPLES | SKILLS | CRITICAL QUESTIONS
--- | --- | ---
**Get Unstuck** | Spot the conversations that are keeping you stuck | What conversations am I not holding or not holding well?  
**Start with Heart** | Work on me first | What do I really want?  
Focus on what you really want | Am I behaving in ways that move me toward what I want?  
Refuse the Sucker’s Choice | Am I making Sucker’s Choices?  
**Learn to Look** | Look for when a conversation becomes crucial | Am I noticing signs that safety is at risk?  
Look for silence and violence | Am I moving to my Style Under Stress?  
Learn to look for your own Style Under Stress |  
**Make It Safe** | Apologize when appropriate, contrast to fix misunderstandings, create Mutual Purpose | Have I established Mutual Purpose?  
Have I maintained respect? |  
**Master My Stories** | Separate facts from stories | Am I pretending not to notice my role in the problem?  
Watch for three clever stories (Victim, Villain, and Helpless) | Why would a reasonable, rational, and decent person do this?  
Tell the rest of the story | What should I do right now to move toward what I really want?  
**STATE My Path** | STATE: Share your facts, Tell your story; Ask for others’ paths (What); Talk tentatively; Encourage testing (How) | Am I really open to others’ views?  
Am I confidently expressing my own views? |  
**Explore Others’ Paths** | Explore with added AMPPs: Ask, Mirror, Paraphrase, Prime | Am I actively exploring others’ views?  
**Move to Action** | Decide how to decide | What is the plan from here?  
Document who does what by when and follow-up |  

Make crucial conversations skills your best practices and everything gets better.

- Make the most of every interaction  
- Present ideas that get heard  
- Encourage others to express their views  
- Notice when others move to silence or violence  
- Identify your own Style Under Stress  
- Express strong, controversial, or unpopular opinions  
- Speak honestly and confidently  
- Help others engage in healthy dialogue  
- Generate and commit to the very best ideas  
- Make decisions without replowing or backtracking  
- Maximize creativity, teamwork, synergy, input, collaboration, empowerment, and decision making  

---