

# Where are your crucial conversations Blind Spots?



**Crucial Conversations 720°**  
**An Assessment Process for Continuous Professional Growth**

With the  
**Crucial Conversations® 720°**  
members of your organization will:

1. Receive valuable feedback on abilities.
2. Learn where to focus their skill-building efforts.
3. Drive progress.
4. Effectively track improvement over time.
5. Achieve greater skill retention and mastery.
6. Build a culture of open dialogue.

*Everyone has blind spots—traits and habits we would change if only we knew we had them. Blind spots in the way we handle crucial conversations can be especially difficult to see. Use the Crucial Conversations 720° Assessment to identify your blind spots and improve your ability to drive lasting personal and organizational change.*

### **Improve Crucial Conversations Skill Mastery**

Most people recognize when a conversation has gone bad. What they sometimes do not recognize is where the conversation went wrong in the first place. The 720° works like a mirror to help discover personal strengths and mitigate weaknesses in our ability to use the specific, learnable skills taught in Crucial Conversations Training. By showing participants where to focus their efforts, the 720° helps promote continual progress in skill mastery and helps organizations quickly build a culture that supports candid, open dialogue around the results they care about most.

## How Does It Work?

The Crucial Conversations 720° includes two 360° feedback reports in which participants evaluate their own skill level and then compare that to the anonymous evaluations of a boss, up to five managers and peers, and up to ten direct reports. The complete 720° professional development process includes:

1. Taking the first part of the Crucial Conversations 720° to determine current abilities.
2. Attending Crucial Conversations Training.
3. Working with a learning partner to follow an Action Plan for improving specific skills.
4. Taking the second part of the Crucial Conversations 720° three to six months later to measure growth over time.

When coupled with Crucial Conversations Training, the 720° greatly accelerates an organization's success in creating a culture of open dialogue.

## Ensure Continuous Growth

The Crucial Conversations 720° focuses on developing skills over time. Participants begin by taking a benchmark survey, which measures their current ability. Participants take a second survey after three to six months, to monitor progress and identify areas for improvement. This provides actionable data designed to help focus on developing their weakest skills.

## A Focus on Crucial Conversations Skills

Many traditional 360° surveys fall short of the results they promise because they ask the wrong questions. They can focus on vague, subjective measures of style, personality, or job satisfaction instead of on observable, learnable behaviors like those taught in Crucial Conversations Training. The actionable information provided by the Crucial Conversations 720° is a strong catalyst for change.

## Easy to Administer

The Crucial Conversations 720° is an automated online process, with no paper surveys to collect and no need to hire a facilitator to explain the results. To begin, participants simply:

1. Take the survey online to evaluate themselves.
2. Allow others to anonymously respond to the survey.
3. Read their online report and create a personal action plan for improvement through an automated process.

Use the 720° to measure and maximize your Crucial Conversations® Training experience. For more information call **1.800.449.5989** or visit **[www.vital-smarts.com](http://www.vital-smarts.com)**.

