

# Becoming a VitalSmarts Master Trainer

Thank you for your interest in becoming a VitalSmarts Master Trainer. We look forward to helping you as you progress through the certification process. This document is designed to explain the certification process and answer some of the questions you may have. To begin, we'd like to explain exactly what a Master Trainer is, what our expectations are, and what you can expect from us.

A VitalSmarts Master Trainer is an experienced and dynamic facilitator who has mastered both the *content* and the *application* of VitalSmarts course material. Understanding the content is the first step, but it is equally important that Master Trainers apply the skills and principles in their own professional and personal lives.

VitalSmarts Master Trainers demonstrate mastery in three key areas:

- Knowledge of Crucial Conversations or Crucial Confrontations content
- Facilitation and presentation skills
- Quality, brand, professional, and ethical standards.

Master Trainers may be certified Masters in *Crucial Conversations*, *Crucial Confrontations*, or both. However, you may only certify to become a Master Trainer for one course at a time; that is, you cannot train to become a Master Trainer for *Crucial Conversations* and *Confrontations* simultaneously.

Master Trainers teach *Crucial Conversations* and *Crucial Confrontations* Trainer Certification courses and recommend participants in those courses to be certified to train.

VitalSmarts evaluates Master Trainers on the following specific competencies:

- Core trainer competencies: Storytelling, Using video, Using exercises, Making transitions and connections, Asking and answering questions, Managing the class, Balancing presentation and facilitation, and Walking the talk
- Master competencies
  - **Coachability** – We expect Master Trainers to continually seek out and incorporate feedback from participants, other trainers, and VitalSmarts.
  - **Content knowledge** – We expect Master Trainers to have a deep and solid content knowledge that is reinforced by practical experience. Master Trainers are able to effectively answer participants questions about the course content and are knowledgeable about all VitalSmarts offerings.
  - **Adhering to course content** – We expect Master Trainers to present the course as designed, without introducing new material, models, etc.
  - **Giving feedback** – We expect Master Trainers to assess trainer candidates and appropriately provide these candidates with helpful feedback. Modeling the crucial skills, Master Trainers coach trainer candidates on content knowledge, presentation style and facilitation skills.

## VitalSmarts

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Provo, Utah  
84604

801.765.9600

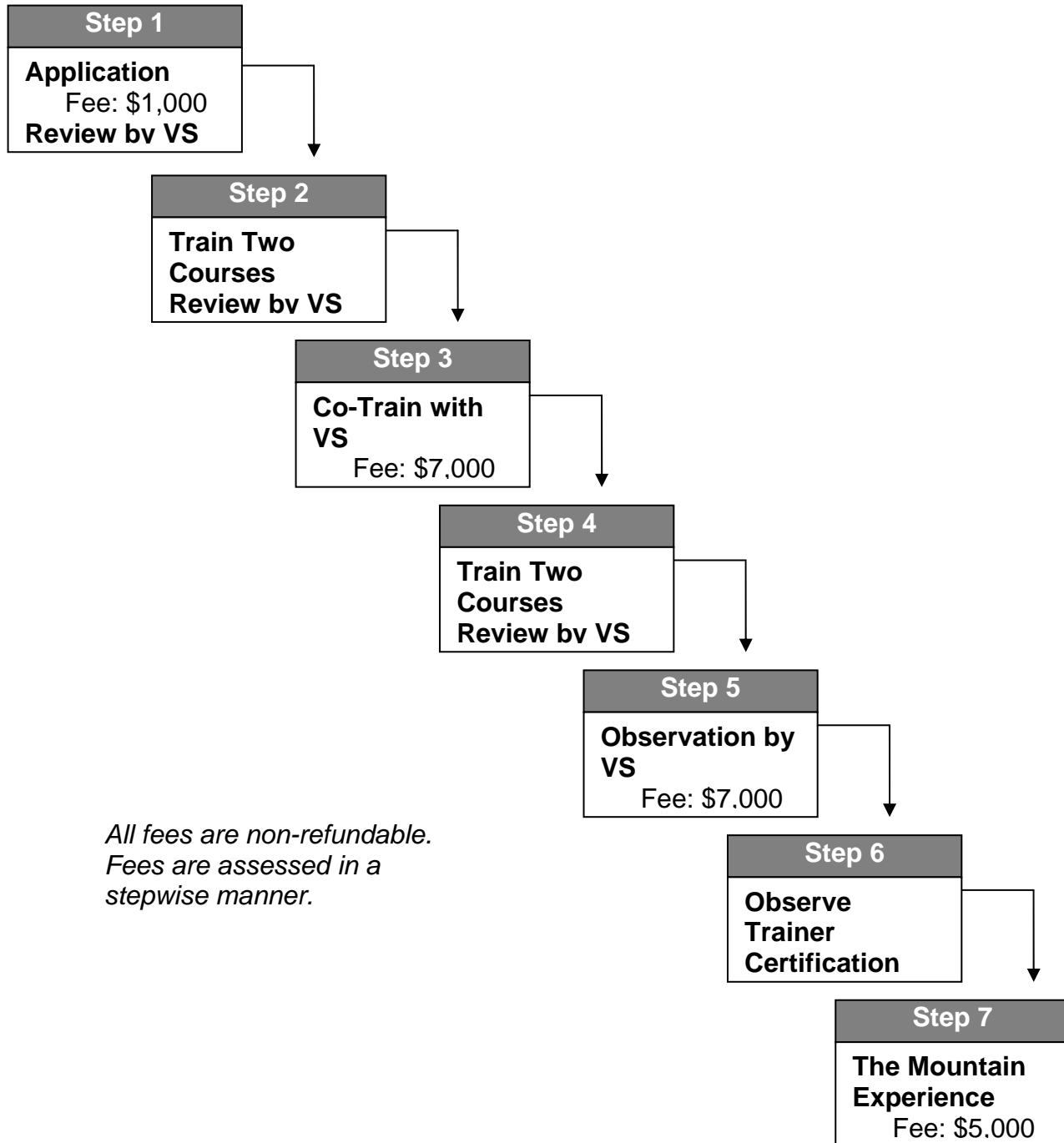
- **Understanding of training implementation** – We expect Master Trainers to answer questions and provide suggestions to trainer candidates regarding roll-out and implementation of the training course.

Please note that while we use the core competencies to evaluate and develop certified trainers, we expect a higher level of proficiency among our Master Trainers. A VitalSmarts Master Trainer is a significant, though sometimes subtle, step above a very good Certified Trainer.

Acceptance of a Master Trainer application is dependent on VitalSmarts' current need for new trainers.

# Certification Process

The process for becoming a VitalSmarts Master Trainer is both rigorous and rewarding. As you begin your progress toward certification, we will partner with you to develop your talents and capabilities. To be considered for Master Trainer Certification, you must be a VitalSmarts Certified Trainer in good standing. Further, VitalSmarts must have a need for additional Master Trainers. To find out if VitalSmarts is accepting applications, contact Emily Moss, Director of Training, at [emoss@vital-smarts.com](mailto:emoss@vital-smarts.com).



## Step 1: Application

Fee: \$1,000

The Master Trainer candidate must submit:

- Application form, four copies. The Application form includes:
  - Number of times the candidate has trained the course, minimum of seven.
  - Photo, high resolution.
  - Examples demonstrating the candidate's coachability (how he/she received feedback and made adjustments). This is written by the candidate with a supplemental statement from the sponsoring associate or Master Trainer where applicable.
- Resume
- Four copies of a 2 hour video. The candidate must also keep a copy of the video. The video must:
  - Be of the candidate training the course for which he or she is seeking Master Trainer Certification
  - Have the candidate in the frame as much as possible (preferably someone would keep the candidate in the frame as he or she moved around the training room)
  - Be submitted as a DVD that can be played on a standard DVD machine or computer.
  - Be accompanied by a written description of the audience (what industry, how many people, etc.)
- Evaluation forms from last five trainings. Candidate must use the VitalSmarts Master Trainer Evaluation form for at least one of these trainings.
- Evaluation by the sponsoring associate (where applicable) centered on the eight trainer competencies and additional Master Trainer competencies. This evaluation should list specific examples (verbatim quotes) demonstrating the candidate's use of these competencies.

### Master Trainer Committee Review

The Master Trainer (MT) Committee consists of a minimum of three members of the VitalSmarts Delivery Team. The MT Committee may also seek input from the authors or from the VitalSmarts Sales Team.

The MT Committee will review the application. If the application is accepted, the MT Committee will review the video with the candidate (via telephone) and provide specific feedback and recommendations. The expectation is that this feedback will be incorporated into the next courses given.

## Step 2: Train Two Courses, Review by VitalSmarts

Fee: \$1,000

The candidate must train two full courses, incorporating the MT Committee's feedback. The sponsoring associate should observe (where applicable) and provide feedback using the MT Committee feedback as a guide. The candidate must send a 2 hour video from the second of these two courses, along with Master Trainer Evaluation forms for both courses. A member of the MT Committee will review the video and then conduct a phone interview with the candidate and the associate (where applicable) to discuss implementation of feedback and the associate's observations.

The MT Committee will then decide whether the candidate may proceed to the next step of the certification process. This decision is based on the candidate's ability to implement feedback and demonstrate improvement in the core and master competencies.

## Step 3: Co-training with VitalSmarts

Fee: \$7,000 + expenses (\$3,500/day)

The candidate will co-train with a CT team member or an author. The MT Committee will define expectations in advance of co-training (incorporation of feedback from past evaluations, how the co-training will work, etc.). The candidate is expected to provide the client. The candidate is observed during the co-training and evaluated on:

- Core trainer competencies and master competencies
- Ability to apply CC to the work place and other environments
- Professionalism

The candidate receives highest priority feedback at lunch and is expected to implement that feedback during the afternoon session. Coachability is observed. Candidate receives more intensive feedback session at Day 1 conclusion, again with expectation that change occurs on Day 2.

The VitalSmarts co-trainer will make a decision as to whether the candidate may proceed to the next step in the certification process and communicate that decision to the candidate at the end of the training. This decision is based on the candidate's ability to implement feedback and demonstrate improvement in the core and master competencies.

## Step 4: Train Two Courses, Review by VitalSmarts

Fee: \$500

The candidate must train two full courses, incorporating the MT Committee's feedback. The sponsoring associate should observe (where applicable) and provide feedback using the MT Committee feedback as a guide. The candidate must send course evaluations from both courses using the Master Trainer Evaluation forms. After



training two courses, the candidate will have a phone interview with a member of the MT Committee to discuss the evaluations and to answer a series of content questions to assess the candidate's depth of content knowledge.

The MT Committee will then decide whether the candidate may proceed to the next step of the certification process. Once again, this decision is based on the candidate's ability to implement feedback and demonstrate improvement in the core and Master Trainer competencies.

## Step 5: Observation by MT Committee Member

Fee: \$7,000 (\$3,500/day)

The candidate is observed for use of core and Master Trainer competencies. The candidate receives feedback similar to co-training experience. The candidate provides the client. The MT Committee member communicates decision:

- Proceed to the next step in the certification process
- Train additional times
- Unable to proceed

## Step 6: Observe a Trainer Certification Course

Fee: N/A (candidate covers expenses)

The candidate must observe a two-day Trainer Certification Course taught by a Master Trainer. The MT Committee will determine with the candidate which Trainer Certification Course the candidate may attend.

## Step 7: The Mountain Experience

Fee: \$5,000

An MT Committee member will discuss the Mountain Experience with the candidate to set expectations and set candidate up for a successful experience. This will include giving specific instructions about the teach-back (focus on facilitation; tell an organizational or business story rather than a personal story).

The Mountain Experience is a one-day experience if there is only one candidate and a two-day experience if there are two or three candidates. The MT Committee are the primary people involved in the Mountain Experience. The Sales Team attends a 30 minute teach-back, and an author will join the candidate and the MT Committee for lunch.

The teach-back for the Sales Team focuses on facilitation skills and storytelling. Candidates may show a video for the purpose of facilitating a debrief discussion but should be cautious in doing an exercise (not a valuable use of time to conduct the exercise and difficult to debrief if the participants haven't done it).



The Mountain also includes:

- Firing-line - answering content and application questions
- Storytelling
- CC Applications
- How to Conduct the Trainer Certification
- Giving Feedback

At the end of the day, the MT Committee will make a decision and communicate that decision to the candidate. Outcomes include:

- Master Trainer status granted
- Master Trainer status with remediation
- Master Trainer status denied

If the committee decides there is a need for follow-up phone calls there will be an additional charge of \$500 per phone call.

## Total fees: \$21,500 + expenses

Application	\$1,000
Review by VS	\$1,000
Co-training	\$7,000 + expenses
Review by VS	\$500
Observation	\$7,000 + expenses
Mountain	\$5,000
Total	\$21,500 + expenses



# VitalSmarts Master Trainer Application

## Instructions:

Send four copies of this application form to:

Emily Hoffman  
Director of Training  
VitalSmarts  
282 W. River Bend Lane, Suite 100  
Provo, UT 84604.

Along with the application form, you should send:

- A recent photo of yourself. This should be a high resolution headshot taken against a neutral background.
- Check for the application fee of \$1,000 made out to VitalSmarts
- Four copies of your resume
- Four copies of a 2 hour video of you training the course for which you are seeking Master Trainer Certification. The video must be submitted as a DVD that can be played on a standard DVD machine or computer and must be accompanied by a written explanation of who the audience is and how many people are in the audience. The video should have you in the frame as much as possible. You must keep a copy of the video as well so that you can review it with VitalSmarts via telephone.
- Evaluation forms from last five trainings. Candidate must use the VitalSmarts Master Trainer Evaluation form for at least one of these trainings.
- A brief written statement describing at least two incidences when you received and incorporated feedback in your training style.
- Evaluation by the sponsoring associate (where applicable) centered on the eight trainer competencies and additional Master Trainer competencies. This evaluation should list specific examples (verbatim quotes) demonstrating the candidate's use of these competencies. The sponsoring associate should also provide examples of incidences when the candidate received and incorporated feedback.



# VitalSmarts Master Trainer Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_

Sponsoring Associate: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Course for which you are applying (circle one): Crucial Conversations Crucial Confrontations

How many times have you trained this course: \_\_\_\_\_

I hereby certify that the information contained in this application (including all supplemental submissions) is accurate.

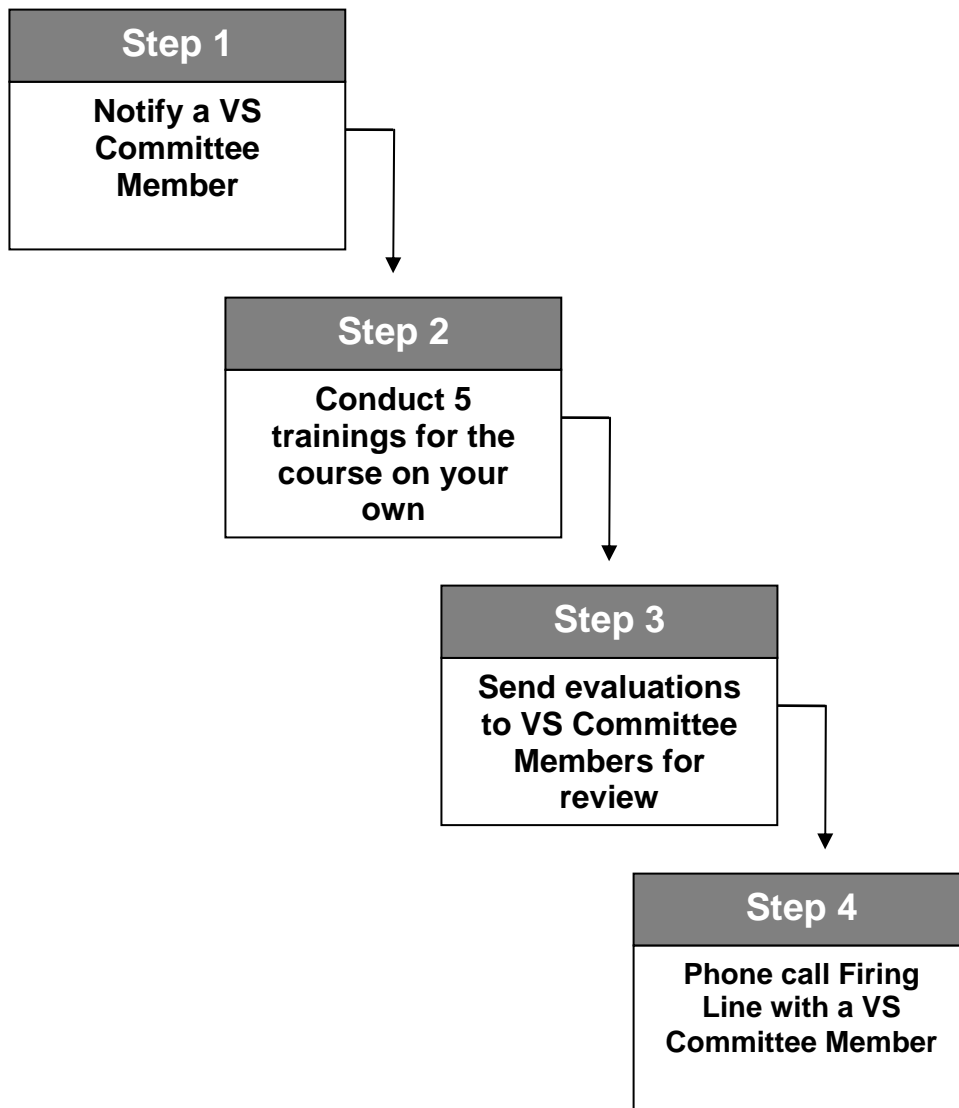
Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_



## Certification Process for a Second Course

This process is for current Master Trainers who are interested in becoming master certified in a second course. To be considered for Master Trainer Certification in a second course, the candidate must be a VitalSmarts Certified Master Trainer in good standing. The certification process for a second course is outlined below.



## Step 1: Notify a VS Committee Member

The first step towards Master Certification in a second course with VitalSmarts is to notify the Director of Training. This is done by emailing Emily Hoffman at [ehoffman@vital-smarts.com](mailto:ehoffman@vital-smarts.com).

## Step 2: Conduct 5 Trainings

After receiving approval to work towards a second course certification, the candidate must then conduct five full trainings of the specified course. These trainings are to be arranged and facilitated by the candidates themselves.

## Step 3: Send Evaluations to MT Committee

After each course the candidate must send the evaluations from that course, using the Master Trainer Evaluation form, to the attention of Emily Hoffman, Director of Training, at VitalSmarts. The MT Committee will then decide whether the candidate may proceed to the next step of the certification process. The candidate will be contacted to set up a phone call with a Committee Member.

## Step 4: Phone Call with Committee Member

The last step of the certification process in a second course is to have a phone call with an MT Committee Member. The phone call is similar to the Firing Line experienced in The Mountain Experience. The candidate will be asked to answer questions on course content and application. If the candidate demonstrates mastery in these areas, he or she will be awarded Master Certification. If deficiencies exist, the MT Committee member will outline a development plan and a second phone call will occur when the candidate has completed this plan.

### **Fees:**

Applicants will be invoiced \$1,000 following the firing-line phone call regardless of the certification decision.

If there is a need for follow-up phone calls, a fee of \$500 per call will apply.

