

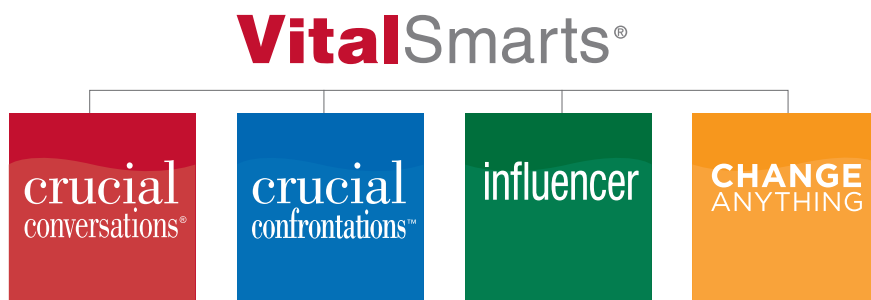
VitalSmarts Corporate Overview

Based on more than 30 years of research, VitalSmarts' training solutions are built on the principle that when you invest in your people, you enable your workforce to carry out every business practice more successfully.

Sprint, Lockheed Martin, and Johnsonville Sausage, as well as 300 of the Fortune 500 companies, have realized the direct connection between their successes and VitalSmarts' solutions. As a result of rolling out VitalSmarts' training and consulting solutions, Sprint improved its productivity by 93 percent, Lockheed Martin Tactical Aircraft Systems captured a \$200 billion contract, and Johnsonville improved employee's willingness to speak up about unsafe work practices by 25 percent.

VitalSmarts created Crucial Conversations, Crucial Confrontations, Influencer, and Change Anything Training. These training solutions have repeatedly proven to foster accountability, achieve alignment, and secure profound organizational and individual change.

The VitalSmarts Family of Products:



History

In 1990, the company's founders created an innovative and remarkably effective approach to influencing profound, rapid and sustainable change in behavior. Combined with breakthrough training techniques, VitalSmarts produces dramatic improvements in productivity, safety and morale for organizations in various industries, including healthcare, manufacturing, financial services, government and telecommunications.

Market

The corporate training industry is full of opportunity and growth. According to the American Society for Training and Development, U.S. organizations spend an average of \$1,424 per employee for learning and development—mounting to a total of \$109.25 billion spent each year. As a result of the shifting economic conditions of the last decade, increasing emphasis is put on training programs that can prove tighter links to return on investment.

Corporate Facts

- Crucial Conversations Training and Influencer Training were both recognized by *Human Resource Executive Magazine* for Training Product of the Year
- Produced four immediate *New York Times* bestsellers, *Change Anything*, *Influencer*, *Crucial Conversations* and *Crucial Confrontations* which are available in more than 22 languages
- Ranked one of the fastest-growing companies in America by *Inc.* magazine for six consecutive years
- Trained more than 650,000 people worldwide
- VitalSmarts has 19 licensed distributors in 36 countries and training materials are available in more than 28 languages

Business Solutions

Crucial Conversations® Training

teaches skills for creating alignment and agreement by fostering open dialogue around high-stakes topics.

Crucial Confrontations™ Training

offers a step-by-step process to enhance accountability, improve performance and ensure execution.

Influencer Training™ teaches proven strategies to uproot entrenched habits and drive rapid and sustainable behavior change in teams and entire organizations.

Change Anything Training™ teaches a breakthrough methodology for successfully solving any individual behavior challenge at work or at home.

VitalSmarts Speakers Bureau offers a lineup of world-class speakers who deliver topics grounded in solid research, extensive experience and proven application.

Notable Clients

Allstate Insurance	Honda of America
Booz Allen Hamilton	Manufacturing
Cedars-Sinai	Humana
Health System	Freeport-McMoran
Federal Aviation	Copper and Gold
Administration	Johnson & Johnson
Toyota	Lockheed Martin

801.765.9600 282 River Bend Lane, Suite 100
Provo, Utah 84604 www.vitalsmarts.com



VitalSmarts®

© 2011 VitalSmarts. All Rights Reserved.