

# VitalSmarts® Fact Sheet

## Background

An innovator in corporate training and organizational performance, **VitalSmarts helps teams and organizations achieve the results they care about most.** With award-winning training products based on more than 30 years of ongoing research, VitalSmarts has helped more than 300 of the Fortune 500 realize significant results using a **proven method for driving rapid, sustainable, and measurable change in behaviors.**

VitalSmarts has been ranked by *Inc.* magazine as one of the fastest-growing companies in America for five consecutive years, and has taught more than 2 million people worldwide.

VitalSmarts is home to multiple training offerings, including Crucial Conversations®, Crucial Confrontations™, and Influencer Training™. Each course improves key organizational outcomes by focusing on high-leverage skills and strategies. The VitalSmarts authors have written three *New York Times* bestsellers: *Influencer*, *Crucial Conversations*, and *Crucial Confrontations*. VitalSmarts also offers on-site consulting, research, executive team development, and speaking engagements.

## Purpose

VitalSmarts provides corporate training to an international client base, including more than 300 of the Fortune 500. In 1990, the company's founders, Joseph Grenny, Al Switzler, Kerry Patterson, and Ron McMillan, **developed an approach that ensured the development and long-term retention of crucial skills**—a promise that most vendors could not make. At the end of each project, they presented hard data to support that:

1. Behavior had fundamentally changed across the organization; and
2. Changed behaviors were responsible for driving significant improvements in performance.

## Mission

The mission of VitalSmarts is to **help individuals, teams, and organizations become measurably more vital** through significant, rapid, and sustainable change.

## Research and Results

VitalSmarts has focused on specific critical behaviors and learnable skills that the most vital organizations and individuals use to achieve results.

VitalSmarts helps leaders bring about rapid and sustainable change in the vital behaviors that lead to significant and measurable improvement in performance. Client successes:

- At **Sprint**, past projects led to a **93 percent improvement in productivity** and a 10 to 15 percent improvement in quality, time, and cost metrics.
- **AT&T** experienced a **30 percent reduction in billing costs.**
- The CEO of **Lockheed Martin** recognized the work of VitalSmarts as key to Lockheed's **winning the \$200 billion Joint Strike Fighter program.**

## Contact Us

282 River Bend Lane, Suite 100  
Provo, Utah 84604

Phone: (801) 765-9600 or toll-free (800) 449-5989

Fax: (801) 765-0272

Web site: [www.vital-smarts.com](http://www.vital-smarts.com)

## Awards

### Training Product of the Year • 2009

Influencer Training was named one of the five top training products of the year by *Human Resource Executive* magazine for its ability to deliver results.

### MIT Change Management Approach of the Year • 2009

Joseph Grenny, David Maxfield, and Andrew Shimberg received the Beckhard Memorial Prize from *MIT Sloan Management Review* for the most outstanding article on planned change and organizational development of the year.

### Book of the Year • 2009

*Influencer* was named the 2009 Book of the Year by Soundview Executive Book Summaries.

### Inc. 500/5000 Fastest Growing Companies • 2005–2009

*Inc.* magazine ranked VitalSmarts as one of the fastest growing companies in America for five consecutive years.

### ASTD Excellence in Practice Award • 2008

VitalSmarts, in partnership with MaineGeneral Health, won an excellence in practice award for MaineGeneral's rollout of Crucial Conversations Training which resulted in improved patient safety, greater employee satisfaction, and a complete cultural transformation.

### ISA Business of the Year • 2008

The Association of Learning Providers recognized VitalSmarts as the business of the year for its commitment to workplace learning and performance.

### The Best Sales Team in America • 2007

VitalSmarts was awarded the Stevie Award for the Best Sales Team in America by the American Business Awards.

### Ernst & Young Entrepreneur of the Year • 2007

VitalSmarts cofounders—Al Switzler, Joseph Grenny, Kerry Patterson, Ron McMillan, and Mike Carter—received the 2007 Ernst & Young Entrepreneur of the Year Award in the Utah region.

### Utah 100 Most Successful & Fastest Growing Companies • 2006–2009

MountainWest Capital Network ranked VitalSmarts on the Utah 100 list of most successful and fastest growing companies for three consecutive years.

### 100 Best Leadership Development Programs • 2005–2007

*Leadership Excellence Magazine* ranked VitalSmarts training programs on the list of 100 best leadership development programs for three consecutive years.

### Top 25 Under 5 • 2005–2006

VitalSmarts was ranked in the Utah Valley Entrepreneurial Forum's top 25 companies under five years old for two consecutive years.

### Book of the Year • 2005

*Crucial Confrontations* was named Book of the Year by Soundview Executive Book Summaries.

### Training Product of the Year • 2004

Crucial Conversations Training was named one of the Top Training Products of 2004 by *Human Resource Executive* magazine.

### Corporate University Cubic Award Winner • 2004

Crucial Conversations Training was recognized as the Most Innovative Industry Resource by Corporate University.

### New York Times Bestseller

*Influencer*, *Crucial Conversations*, and *Crucial Confrontations* were immediate bestsellers.

### Wall Street Journal Bestseller

*Influencer*, *Crucial Conversations*, and *Crucial Confrontations* were immediate bestsellers.

## Partial Client List

Abbott Laboratories

American Express

Boeing

ConocoPhillips

Endo Pharmaceuticals

GE Industrial Systems

GM Powertrain

Haliburton Energy Services Group

Hewlett-Packard

Honda Motor Company

Internal Revenue Service

Land O'Lakes

Lockheed Martin

Oracle

Rolls-Royce

Spectrum Health System

Sprint

Sutter Health

U.S. Department of HUD



**VitalSmarts**<sup>®</sup>

© 2009 VitalSmarts. All Rights Reserved.