

VitalSmarts Corporate Overview

Based on more than 30 years of research, VitalSmarts' training solutions teach strategies and skills for driving rapid, sustainable and measurable behavior change that leads to improvements in engagement, quality, productivity, safety and other key performance indicators.

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 their 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™, and Influencer Training™. These training solutions have repeatedly proven to foster accountability, achieve alignment, and secure profound 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 has and continues to help produce dramatic improvements in productivity, safety and morale for thousands of organizations in various industries including healthcare, manufacturing, financial services, government, defense and telecommunications.

Market

The corporate training industry is full of opportunity and growth. According to the American Society for Training and Development, the average annual expenditure among U.S. organizations for employee learning and development is more than \$1,424 per employee—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 between investments in employee development and bottom line results.

Corporate Facts

- Crucial Conversations Training recognized by *Human Resource Executive Magazine* for Training Product of the Year
- Produced three immediate *New York Times* bestsellers, *Influencer*, *Crucial Conversations* and *Crucial Confrontations*, which are available in more than 18 languages
- Ranked twice by *Inc.* magazine as one of the fastest-growing companies in America
- Taught more than 2 million people worldwide

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 individuals, teams and entire organizations.

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

VitalSmarts Consulting Services provide customized solutions that drive rapid change and lead to measurable improvement in performance.

Notable Clients

Hewlett Packard	Oracle
GM	Spectrum Health
Xerox	American Express
Rolls-Royce	Abbot Laboratories
Honda Motor Company	Sprint
Sharp HealthCare	Boeing
Endo Pharmaceuticals	Halliburton
Conoco Phillips	Land O' Lakes
Internal Revenue Service	GE

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