



Crucial Teams®

ELEVATE TEAM PERFORMANCE



Crucial Learning®



# TEAMWORK TAKES MORE THAN TALENT

*“The fastest way to change how team members feel and behave is to change how they see themselves and each other.”*

Joseph Grenny

No amount of individual talent can make up for poor relations and ineffective interactions at work. Success depends on how well people work together. High performing teams are made up of skilled and talented people who also understand and appreciate the different personalities, working styles, motives, and strengths each member brings to the team. When team members know how to cultivate healthy relationships with each other and interact productively, the whole exceeds the sum of its parts.

## WHAT IS CRUCIAL TEAMS?

Crucial Teams is a course that’s designed to be experienced as a team—whether that’s an intact team, a cross-functional team, a leadership team, you name it. Any group of people working towards a common goal will benefit from the skills taught in Crucial Teams. The course is built on the Strength Deployment Inventory® (SDI®), a workplace personality assessment that helps people better understand themselves and others for healthier relationships and more productive interactions. During the course teammates explore their own and each other’s motives, the different strengths each member brings to the team, and the behaviors that can trigger conflict in the team. They also learn skills for applying these insights in their workplace interactions.



This team experience improves self-awareness and understanding, helping team members better manage their perceptions and behaviors for more effective collaboration and teamwork.



# FRICION IS INEVITABLE, POOR PERFORMANCE OPTIONAL

All teams experience friction, and a recent survey of 922 professionals suggests personality is a leading factor. Twenty-seven percent (more than one in four) of respondents said personality differences were the most significant source of conflict on the team. And thirty-seven percent (more than one in three) said disagreements over *how* work should be done was the most significant, also a difference in personality.

Such friction can go one of two ways. It can become a source of unproductive conflict, or it can become a source of creative collaboration, and it depends on how team members respond to it.

Crucial Teams teaches people perspectives and skills to help them transform personality differences from a source of friction into a source of strength. The unique strengths and perspectives of each team member can become the team's secret weapon rather than its Achilles heel.

*“Coming together is a beginning.  
Keeping together is progress.  
Working together is success.”*

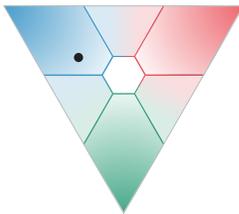
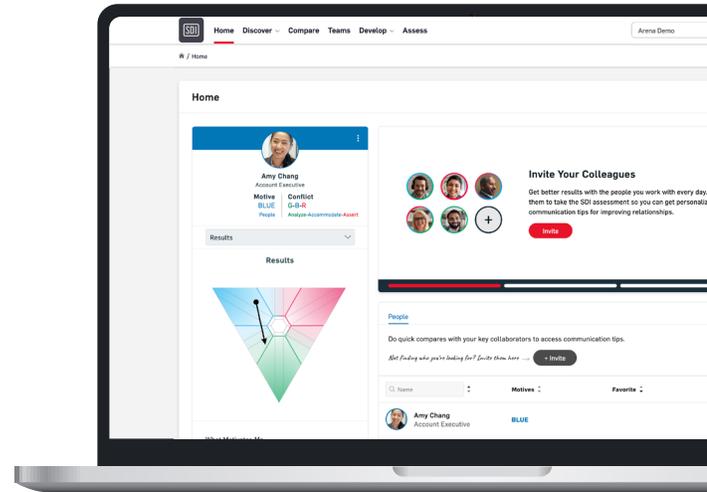
Henry Ford





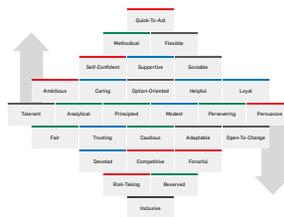
# Powered by Insights from the SDI

At the core of Crucial Teams is the Strength Deployment Inventory, a scientifically validated assessment that provides insights into a person’s motives and strengths, as well as how they experience conflict. Team members draw on the insights provided in their SDI personalized report and the SDI Platform to gain greater understanding of themselves and each other.



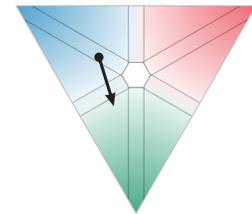
**MOTIVES**

Team members learn how to leverage the core drivers of each MVS region to balance people-oriented, performance-driven, and process-focused approaches in their projects and decision-making processes. By recognizing and appreciating the diverse motivational values within a team, members can communicate more effectively, and appreciate diverse perspectives across the team.



**STRENGTHS**

During the course team members learn about each other’s unique strengths, enabling them to better collaborate and find solutions. They also learn how overdoing their strengths can provoke conflict for their teammates. This awareness can help them adjust their behavior accordingly. When teams can see the value of each member’s strengths, it fosters mutual respect.



**CONFLICT**

The Conflict Sequence outlines how individual motives shift in response to conflict. Each MVS type—Blue, Red, and Green—has a distinct approach to managing and resolving conflicts. By understanding each other’s Conflict Sequence, team members can implement several strategies to enhance collaboration and minimize the negative effects of conflict.

**Want to learn more about the SDI?** Find info and resources [here](#).



# Crucial Teams Curriculum

## A TEAM EXPERIENCE

Whether experienced virtually or in person, Crucial Teams is a fun and engaging team experience that's also illuminating and instructive. A team is defined as a group of people who work together to achieve a common goal and may include in-tact teams, cross-functional teams, leadership teams, etc. Team members gain greater self-awareness and understanding of each other through exercises, videos, personal reflection, and group discussions that challenge perspectives to reveal new ways of seeing and responding to others.

*“What is necessary to change a person is to change his awareness of himself.”*

Abraham Maslow



## 01 BUILDING BETTER TEAMS

- Leverage the SDI to strengthen relationships and transform team performance.

## 02 CHOOSE A GENEROUS VIEW OF PEOPLE

- Gain a clearer picture of what drives you—your core motives.
- Discover your teammates' motives and how to speak to those motivations to build understanding, connection, and empathy.

## 03 DEVELOP A DEEPER VIEW OF STRENGTHS

- Identify the behaviors that will help you and your teammates work effectively together.
- Watch for behaviors you tend to overdo.

## 04 DISCOVER A CLEARER VIEW OF CONFLICT

- Understand the unique way you and others respond in conflict.
- Notice the sources of personality friction on the team and how to prevent it from turning into conflict.
- Re-think your perceptions of others' behavior and how that pushes you into conflict.

## 05 A NEW VIEW OF TEAMS

- See relationships in a new way to achieve higher levels of team performance.



# TEAMWORK MAKES THE DREAM WORK

By fostering a deeper understanding of conflict triggers and personality dynamics, Crucial Teams helps individuals prevent unnecessary conflict and manage clashes effectively. This not only enhances teamwork but also contributes to a more harmonious work environment.

## COLLABORATION

People understand and leverage different working styles, turning potential friction points into opportunities for innovation, better decision-making, and stronger relationships.

## TEAMWORK

When team members understand the ‘why’ behind each other’s behaviors and preferences, they can adapt their approach to work together more effectively, turning differences from barriers into bridges.

## TEAM UNITY

Build unity not through conformity, but by helping teams appreciate and leverage their differences while working toward shared goals.

## TEAM CULTURE AND ENGAGEMENT

Foster cultures where differences are valued rather than merely tolerated, leading to higher engagement as team members feel understood and appreciated for their unique contributions.

## TRUST

Help team members understand each other’s good intentions and positive motives, to build a foundation for lasting trust based on genuine understanding rather than shallow assumptions.

## PSYCHOLOGICAL SAFETY

When people understand that their teammates’ different approaches come from positive motives rather than negative intent, they feel safer speaking up, sharing ideas, and being themselves at work.

## RELATIONSHIPS

Help people understand, appreciate, and effectively work with different personality styles, strengthening relationships through positive interactions.

## SELF-AWARENESS

Team members gain deep insights into their own motives, strengths, and conflict triggers—and how these impact their relationships with others.

## PERCEPTION OF OTHERS

Help people move from judging differences as problems to solve to seeing differences as valuable perspectives—fundamentally changing how team members view and interact with each other.



# Learning Formats and Participant Materials

Crucial Teams is available in two formats to meet the unique needs of your team or organization. Each format is optimized for skill transference and an engaging learning experience.



## VIRTUAL

*Virtual instructor-led learning is delivered in three 2.5-hour sessions.*

### MATERIALS

- Crucial Teams digital learner guide
- SDI assessment
- Access to SDI Platform
- Digital model card
- Digital course completion certificate
- Six-week ongoing learning experience



## IN-PERSON

*In-person instructor-led learning is delivered as a one-day (six-hour) classroom course.*

### MATERIALS

- Crucial Teams learner guide
- SDI assessment
- Access to SDI Platform
- Model card
- Course completion certificate
- Six-week ongoing learning experience



# 3 Delivery Options

We offer three ways to learn: attend a public course, bring in a Crucial Teams master trainer, or have an internal leader get certified to teach employees.

## 01 PUBLIC COURSE

Your employees attend a virtual or in-person public course. We highly recommend your employees attend a public course with two or more teammates for the best experience.

Visit [CrucialLearning.com/learn](https://www.cruciallearning.com/learn) to find a public course near you.

## 02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the in-person or virtual course to teams in your organization.

## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the in-person or virtual course to teams in your organization. Once certified, trainers purchase learner guides for each individual they train.

*“The more aware we are of what makes us tick, the more aware we are of what makes others tick, the more aware we are of the impact we make on each other’s feelings, the more empowered we become to control the outcomes of our relationships with others.”*

Elias Porter





# FROM THEORY TO PRACTICE

Crucial Teams is built on the Strength Deployment Inventory and a solid foundation of application, scholarship, and research that began with Elias Porter’s introduction of the SDI and Relationship Awareness Theory in 1971. We also have a long and illustrious record of turning social science theory into pragmatic business solutions, and our award-winning learning design ensures concepts stick with learners and they can apply the skills they learn.



## The Crucial Learning Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results. Discover what sets us apart from the rest.

### **AWARD-WINNING INSTRUCTIONAL DESIGN**

From our innovative learning platform to our award-winning original video content, our courses are some of the highest rated in the industry.

### **PROVEN RESULTS**

We’ve helped nearly half of the Forbes Global 2000 realize significant results using our proven methods.

### **RESEARCH-BACKED SKILLS**

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

### **CUSTOMER SATISFACTION**

More than 93% of our customers say they are likely to recommend Crucial Learning.



# THE CRUCIAL LEARNING SUITE

Crucial Teams is a powerful tool in the Crucial Learning family of learning solutions and talent development tools. These solutions help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## COURSES

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Crucial Conversations.  
FOR MASTERING DIALOGUE



Crucial Conversations.  
FOR ACCOUNTABILITY



The Power of Habit™



Getting Things Done.



Crucial Influence.



Crucial Teams.

## ASSESSMENT

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Strength Deployment Inventory.



# TRUSTED BY





# Crucial Teams®

## TAKE THE NEXT STEP

Bring Crucial Teams to your organization to improve relationships, address personality friction, and **elevate team performance**.

Call +33(0)388666670 or visit us at [axelperformance.com](https://axelperformance.com).

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### ABOUT CRUCIAL LEARNING

*Crucial Learning improves the world by helping people improve themselves. By combining social science research with innovative instructional design, we create flexible learning experiences that teach proven skills for solving life's most stubborn personal, interpersonal, and organizational problems. We offer courses in communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, and an assessment that helps individuals and teams form productive relationships. Our award-winning courses, assessments, and bestselling books include Crucial Conversations® for Mastering Dialogue, Crucial Conversations® for Accountability, Crucial Influence®, Crucial Teams®, The Power of Habit™, Getting Things Done®, and the Strength Deployment Inventory®. Together they have helped millions achieve better relationships and results, and nearly half of the Forbes Global 2000 have drawn on these solutions to improve organizational health and performance. [CrucialLearning.com](https://CrucialLearning.com)*

