

# VitalSmarts

## Independent Consultant Policy

*VitalSmarts has defined an explicit business model for the distribution of our products and services. The distribution for training and consulting is done through three channels:*

- a) VitalSmarts Internal Trainers
- b) VitalSmarts Domestic Associates
- c) VitalSmarts International Licensees

All seminars and workshops are taught only through these three distribution channels, and VitalSmarts is currently not expanding beyond these. Therefore we will not certify any agents, consultants, or other independent trainers to train or sell our courses outside the channels listed above.

VitalSmarts does certify trainers who are employed by client companies to train courses inside their organization. When they leave their company, their certification is null and void. It may be reactivated if their new employer decides to have courses taught inside their organization. All of this is done to create a coordinated and manageable distribution system.

Independent consultants and others who wish to share VitalSmarts' content with others may purchase and distribute copies of the books, *Crucial Conversations: Tools for Talking when Stakes are High* (McGraw-Hill 2002), *Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior* (McGraw-Hill 2005), *Influencer: The Power to Change Anything* (McGraw-Hill 2008), and *Change Anything: The New Science of Personal Success* (Business Plus 2011).

Independent consultants may organize informal, not-for-profit reading groups, or download free resources from the VitalSmarts website (i.e. Discussion questions for book groups, Crucial Conversations icebreakers).

The two-day training is offered to independent consultants, external trainers, and coaches if they plan to attend for their own personal benefit. However, they may NOT photocopy pages of the books or training materials, or create their own training program or handouts based on VitalSmarts' intellectual property. If you wish to attend the two-day course upon these conditions, you may do so by signing and returning the VitalSmarts External Trainer Agreement. To request a copy, please contact our Public Events team by emailing us at [publictrainingsupport@vitalsmarts.com](mailto:publictrainingsupport@vitalsmarts.com).