

Act, Don't React

Communication Strategies in Conflict



Conflict: The Good and the Bad

Positive Consequences	Negative Consequences
Opens up discussion and encourages dialogue	Decreased productivity
Fosters innovation, invites creativity and results in positive change	Creates feelings of dissatisfaction, resentment or anger. Can result in personal attacks
Improved Solutions to Problems	Contributes to insecurity and uncooperativeness
Increases individual involvement and interests	Sickness and Absences from work



In Surveys of Business People

- 4 out of 5 people say they don't like conflict and avoid it whenever possible
- 2/3 indicate that they don't handle conflicts as well as they could
- Nearly 1/2 report so strong a reaction to conflict that it bothers them long after the conflict event is over



High

Chaos

High

Optimal Results

Level of Conflict

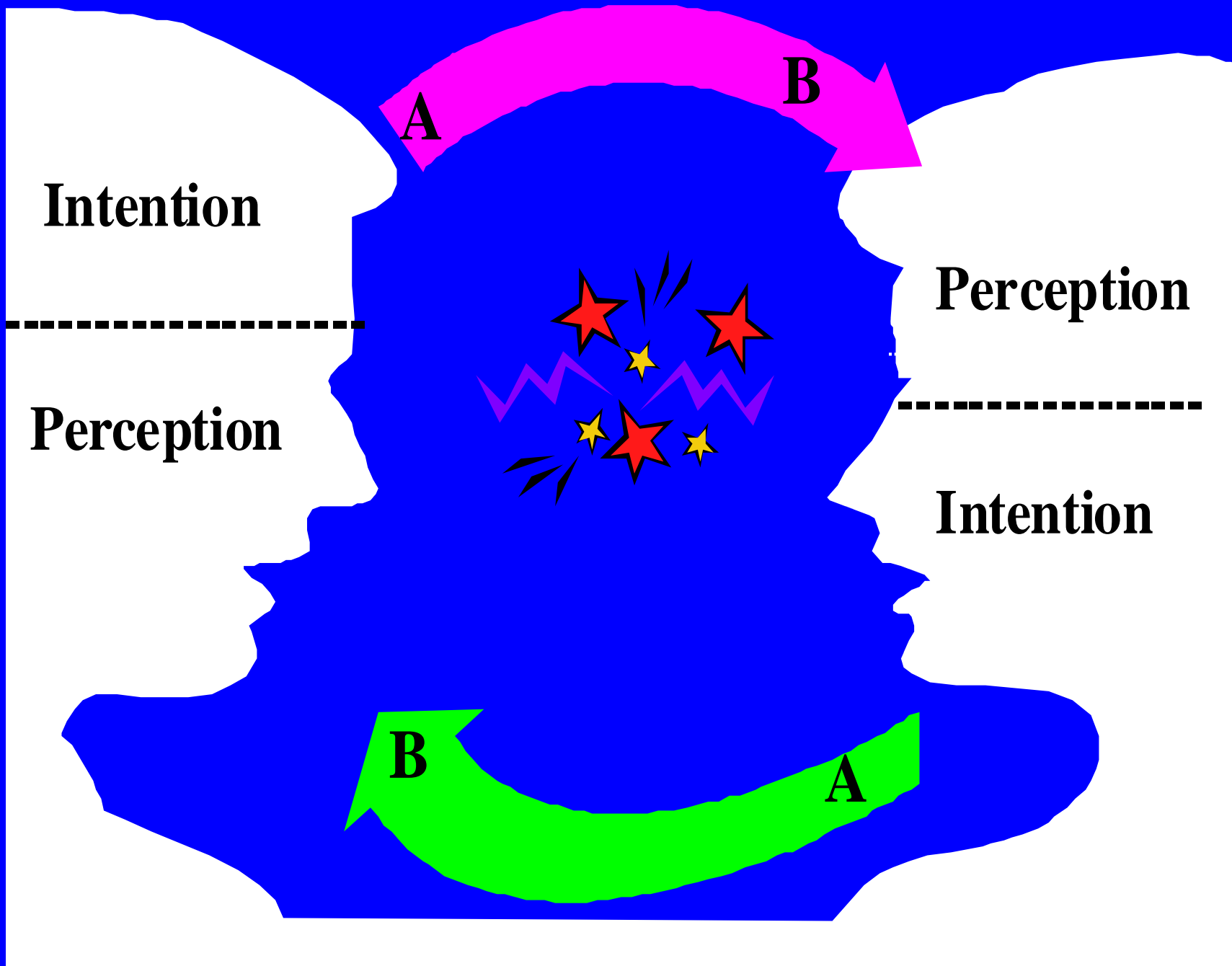
Level of Performance

Low

Stagnation

Low





Amy & Sheldon Attempt to Communicate



Components of Communication

Visual 55%

Vocal 38%

Verbal 7%



Causes of Conflict

- Communication Problems
- Limited Resources
- Different Goals
- Work Relationships
- Individual Differences
- Organizational Problems



Types of Conflict

- Overt Conflict: Immediately obvious. People are upset and visibly angry.
- Covert conflict: Not immediately obvious. On the surface, everything is fine. Below the surface, the person looks for opportunity to be aggressive without showing it.



Other's Degree of Cooperation

Covert Conflict

Overt Conflict

High

Passive

Assertive

Low

**Passive-
Aggressive**

Aggressive

Low

High

Other's Acknowledgment of Conflict

Determining the Right Response to Conflict

Importance of the Relationship	High	Accommodate more listening less asserting	Collaborate more listening more asserting
	Low	Avoid less listening less asserting	Advocate less listening more asserting
		Low	High
		Importance of the Issues	

Potential Outcomes

- Lose-Lose
- Win-Lose
- Win-Win



How to keep cool, resolve and move on.

When
you can't control
what's happening,
challenge yourself
to control the
way you respond
to what's happening.
That's where
your power is!

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5 Keys to Successful Conflict Management

- 1.) Manage emotions, avoid communication when emotions are high. (Sleep on it)
- 2.) Don't take it personally – instead of focusing on who did what and why, focus on the end goal. (Do not react immediately if you feel anger)
- 3.) Figure out where the communication breakdown happened, remove assumptions based on perceptions and lay it all on the table.
- 4.) Always handle conflict face-to-face.
- 5.) Keep conversations focused on achieving an agreed upon goal.



Questions?



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