

**American Management Association's  
Responding to Conflict:  
Strategies for Improved Communication**

***Learning Objectives***

- Identify Underlying Causes of Conflict
- Identify Approaches for Developing Flexible Responses to Personal and Professional Conflicts
- Practice Various Models, Techniques, Strategies, and Approaches to Manage Your Interpersonal Communication Behaviors in Conflict Situations
- Implement Flexible Strategies to Improve Your Communication and to Effectively Respond to Conflict

***Developing Conflict Awareness***

- Define Conflict
- Explain the Difference Between Disagreement and Conflict
- Describe the Five Levels of a Conflict
- Describe Barriers to Managing and Resolving Conflict

***Responding to Conflict***

- Identify Your Own Personal Feelings and Actions in Response to Conflict
- Apply the P-U-R-R Model to Demonstrate Understanding and Application
- Apply the Validating Process
- Distinguish Between Listening for Thoughts and Listening for Feelings in a Conversation
- Explain That Meaning Often Comes from the Context of the Relationship Rather Than the Intrinsic Definition of the Words Used

***Conflict Strategies***

- Identify Your Preferred Strategy or Strategies for Responding to Conflict
- Identify the Five Conflict Strategies
- Analyze Examples and Recommend Appropriate Strategies to Minimize or Manage Conflict

***The Role of Trust in Minimizing Conflict***

- Describe the Four “Cs” as the Cornerstones of Building Trust
- Explain How Trust Is Lost and Regained, and How Transparency Validates Trust
- Identify Interests Behind Positions

### ***Moving Beyond Conflict***

- Describe How Relationship Conflict and Content Conflict Should Be Handled Differently
- Demonstrate How to Turn Potential Disagreements into Discussion By Applying the Model to Disagree
- Identify and Practice Assertiveness Tools and Strategies
- Detoxify Emotional Statements, and Devise Alternative Ways to Express the Message Behind the Emotional Statement

### ***Dealing with Difficult Behaviors***

- Explain the Difference Between Difficult People and Difficult Behavior
- Describe an Understanding of Handling Passive Behavior
- Describe a Strategy for Handling Passive or Aggressive Behavior

### ***Mapping Conflict***

- Map a Conflict Using a Five-Step Approach
- Explore a Given Conflict from Various “Viewing Points”
- Separate Interests from Positions in a Specific Conflict
- Select a Conflict Strategy Appropriate to Address a Specific Goal
- Demonstrate the Implementation of the Chosen Conflict Strategy

### ***Thunderstorms***

- Apply a Combination of Skills, Techniques, and Ideas Presented Throughout This Seminar to a Conflict Situation (Called a “Thunderstorm”)
- Demonstrate the Application of Appropriate Conflict Strategies to Address the “Thunderstorm”