

# THE F.L.I.P. MODEL FOR DIFFICULT CONVERSATIONS



**Knowing how to handle conflict or difficult conversations can be just that—difficult!**

Here's a simple conversation tool that can help you plan a dialogue to serve as a guide during such a discussion.



## Frame

- Directly state the purpose of the conversation.
- Explain what needs to be discussed.
- Pause to hear the response from the other person.



## Listen

- Focus on the other person.
- Suspend assumptions.
- Confirm what is heard.



## Interest

- Ask questions to confirm what is heard.
- “Read” between the lines.
- Express curiosity about the other person’s point of view.



## Promote

- State an observation of common ground you both share.
- Offer the assumptions on which his or her opinions and ideas are built.
- Provide observable data (facts, not opinion or anecdotes to support and illuminate line of reasoning.

**Explore additional AMA resources around conflict available via scheduled online sessions for individuals, or organization-wide with content aligned to your business goals in a private setting.**

### Workshops:

- ▶ [Conflict Management Workshop](#)
- ▶ [Responding to Conflict: Strategies for Improved Communication](#)

### Webinars:

- ▶ [How Women Leaders Navigate Difficult Conversations](#)
- ▶ [Handling Difficult Conversations at Work](#)