



Conflict Management



Conflict Management

- Another example

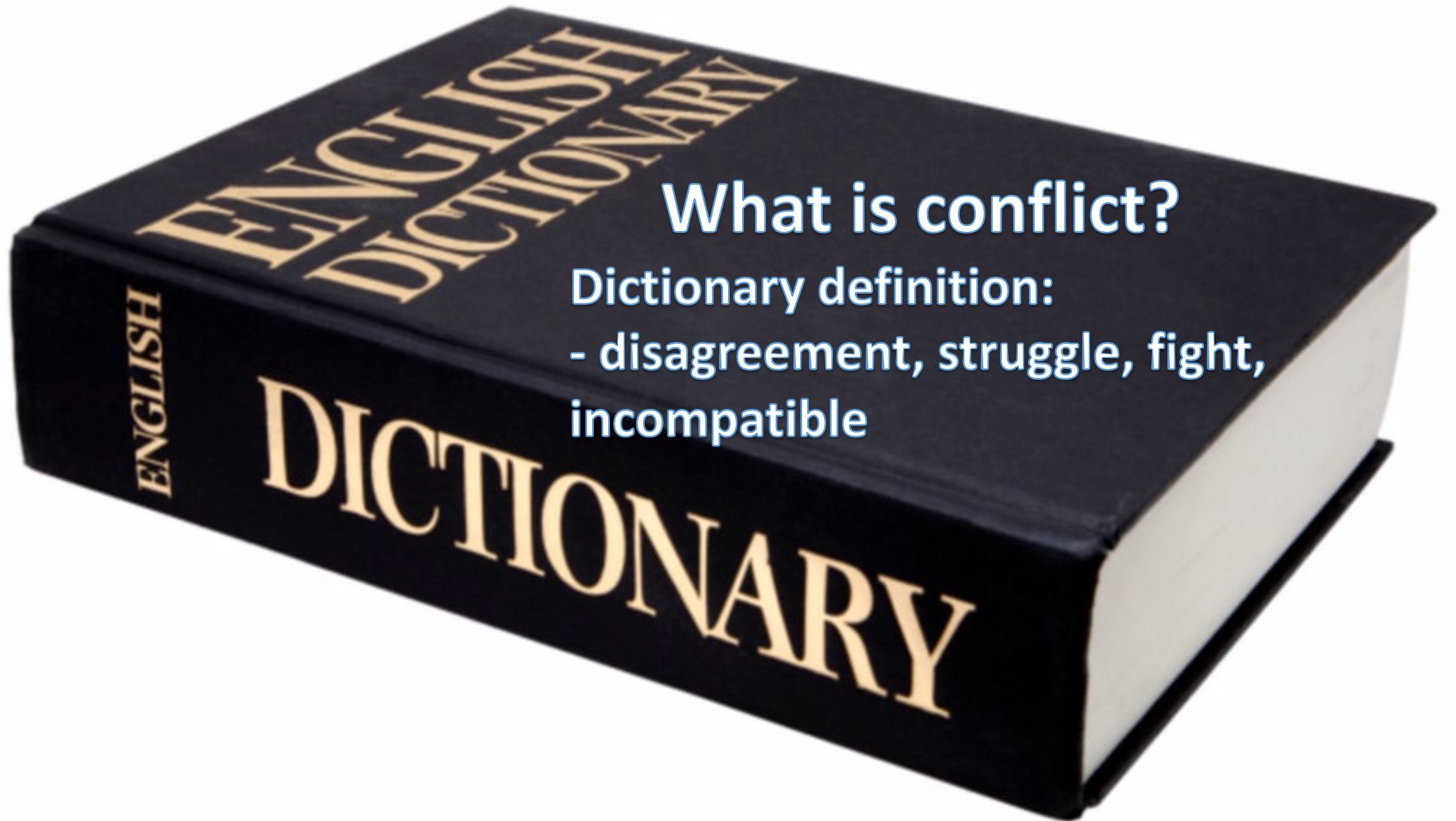
**Working together isn't
Always easy**



What is conflict?

How would you describe it?





What is conflict?

Dictionary definition:

- disagreement, struggle, fight,
incompatible

Consequences of conflict



A large flock of white sheep is shown, with one black sheep standing out in the center. The text "Lack of conflict is a sign of over conformity" is overlaid on the image.

**Lack of conflict is a sign of
over conformity**



It is unhealthy when there is no conflict

**You need
diversity of
opinion**



Components of conflict



Good Consequences of Conflict



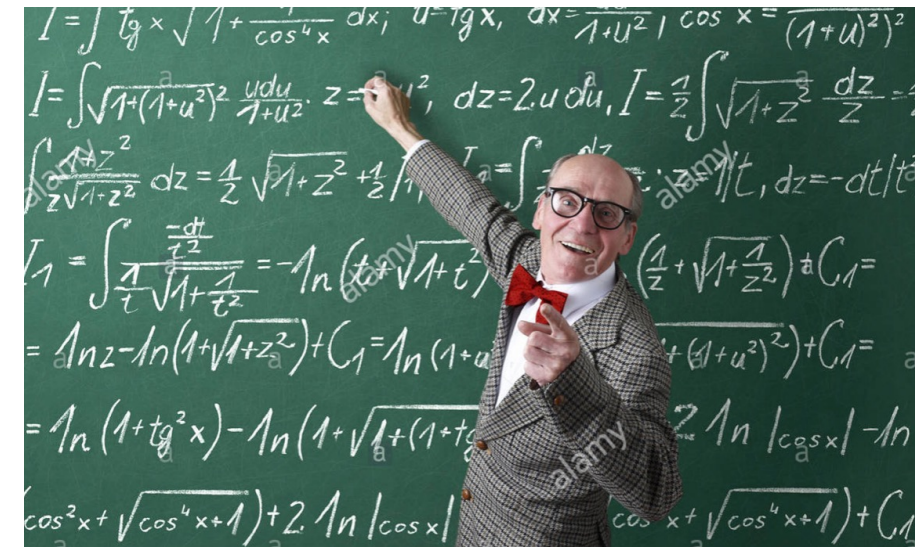
It gives people the opportunity to test their capabilities



Increased creativity



It can produce constructive social change

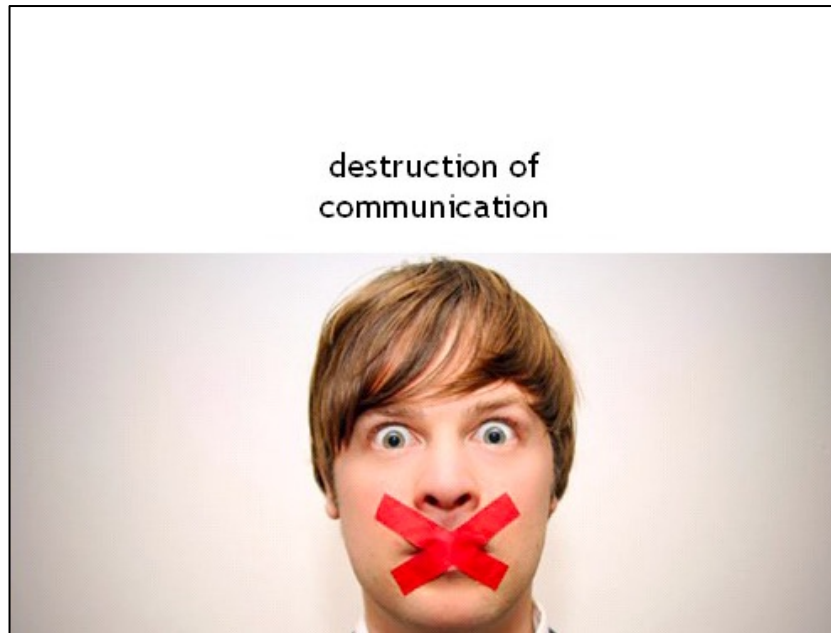


It forces people to clarify their views

Development of group and organization cohesion



Bad consequences of Conflict





Violence

breakdown of relationships





polarization of views into static positions

I DIDN'T
DO THIS,
YOU DID...
UM, NO
DIDN'T

A breakdown of
collaborative ventures

destruction of
communication



The cost of conflict

- Relationship costs





The cost of conflict

- Costs to the individual

“I had friends on that deathstar...”

The cost of conflict

A group of people are silhouetted against a bright, low sun, likely during a protest or strike. They are holding up various signs, many of which read "UAW ON STRIKE". The scene is filled with the energy of a public demonstration.

- Costs to the company
- Costs to the individual



Main Sources of Conflict

- The aggressive or competitive behavior of human beings



Main sources of conflict

- Competition for limited resources



Main sources of conflict

- Frustration



Main sources of conflict

- Introduction of Change



Main sources of conflict

- Clashes between values and interest



Guarantees a **better deal** for Third World producers

Main sources of conflict

- Cultural Differences



Main sources of conflict

- Misinformation, assumptions and expectations





Main sources of conflict

- Role and status issues

Main sources of conflict

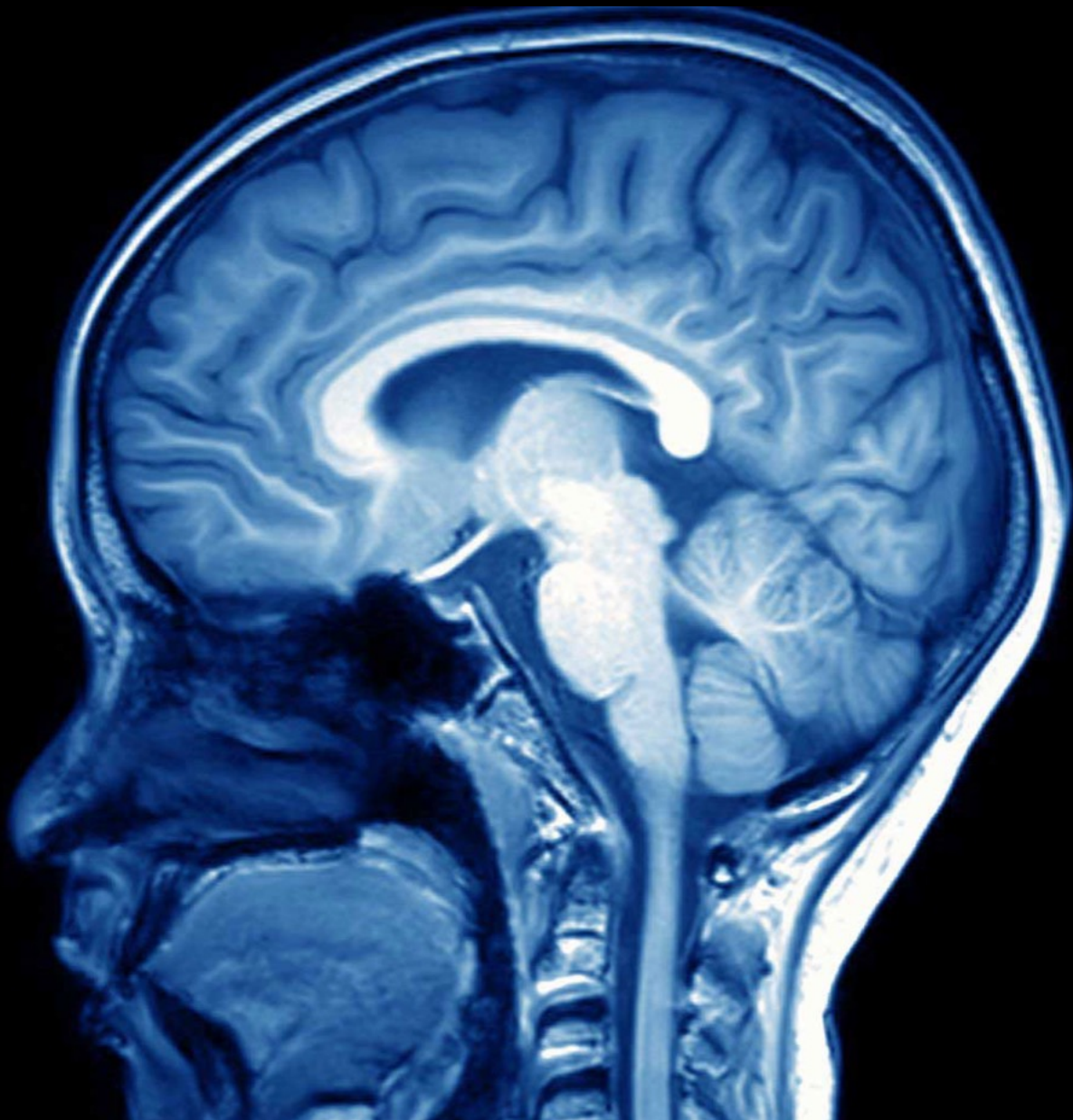
- Mind games



Main sources of conflict

- Triggers





The Emotional vs The Rational Brain



Emotional Brain



Rational

The “Emotional” Brain

- Quickly processes incoming information
- Filters potential threats



The Rational Brain

- **Allows objectivity**
- **Blood redirected to major muscle groups**
- **Hearing level drops off**
- **Eyesight improves**

Emotional vs Rational

The Rational Brain

- Allows objectivity
- Makes sense of any risk



Red rag phrases – Barriers

“I think the best way would be to...”

“Yes, but...”

“Yes, but I still think...”

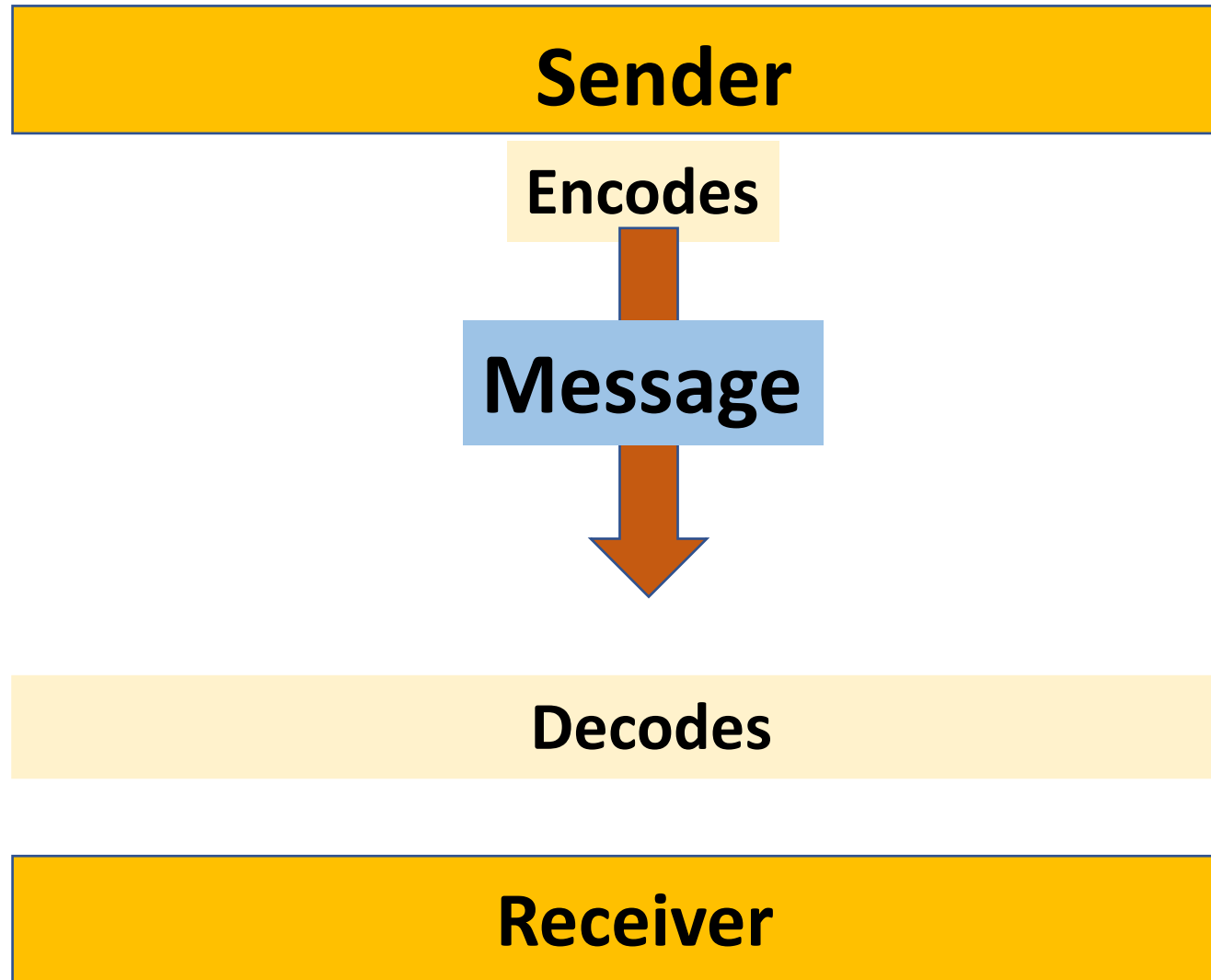
“What you don’t seem to realize is...”

Whatever you say, but what I am going to do is...”

Inhibitors

- Social or legal consequences
- Self control
- Personal values
- Fear that the other person will fight back

How Communication Works



Attitude & Behavior Cycle





**How can conflict be
successfully managed?**

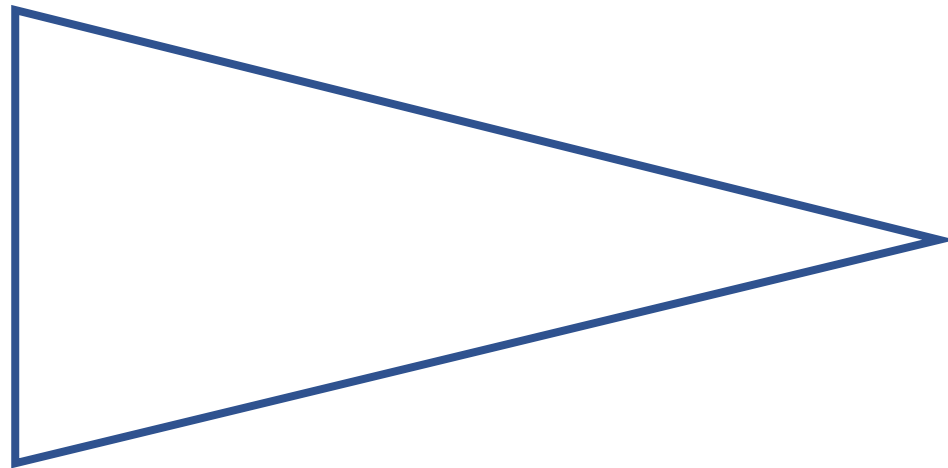
Strategies to Resolve Conflicts

- **Assume you do not have all the answers**
- **Ask questions to understand the other person(s)**
- **Be prepared to compromise or make a deal.**

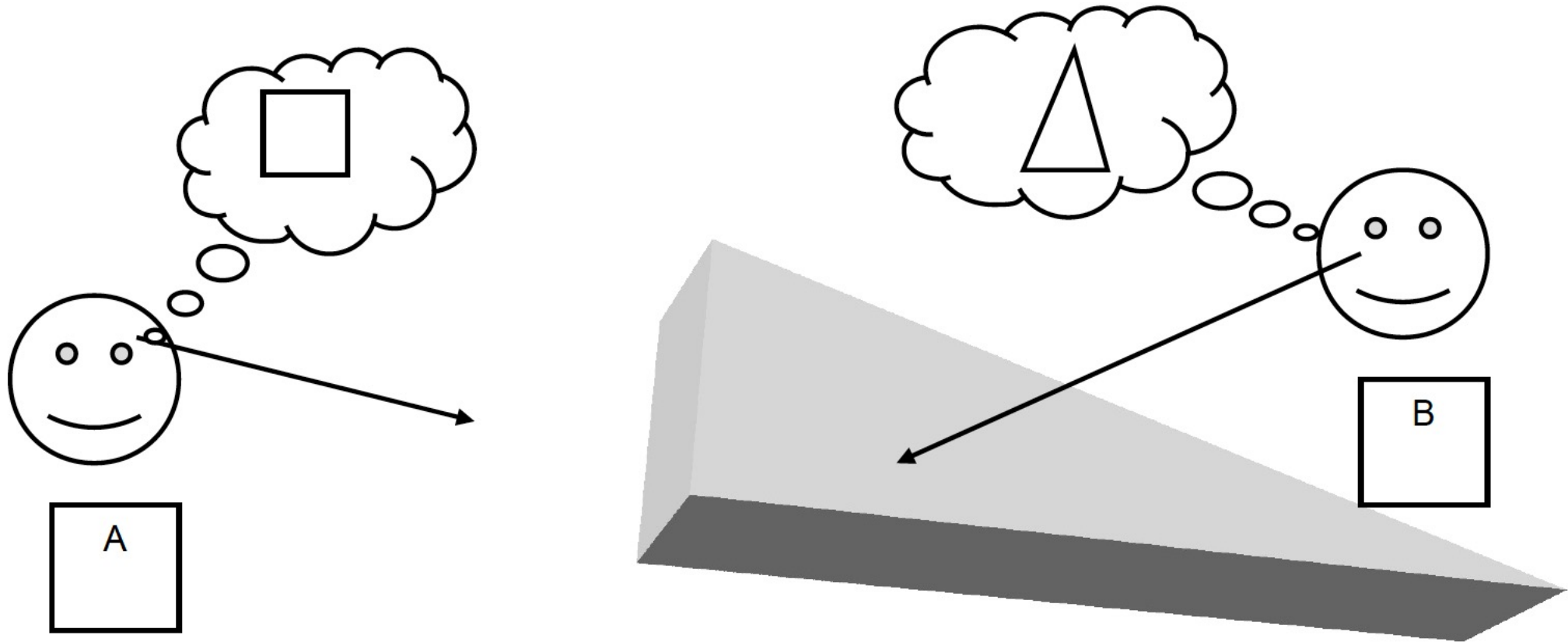
Active Listening

- **Really listen to what they are saying**
- **Focus your attention on them**
- **Use non-verbal cues (e.g. nodding the head)**
- **Paraphrase what they have said, to show that you have understood.**

These are all the same...



A piece of cheese!



Empathy

- It works because it acknowledges people's feelings
 - Try to put yourself in their shoes
 - Acknowledge their feelings
 - Step alongside them, try to see things from their point of view

Outcomes of Conflict

Lose – Lose

Win - Lose

Win - Win

Resolving the Conflict



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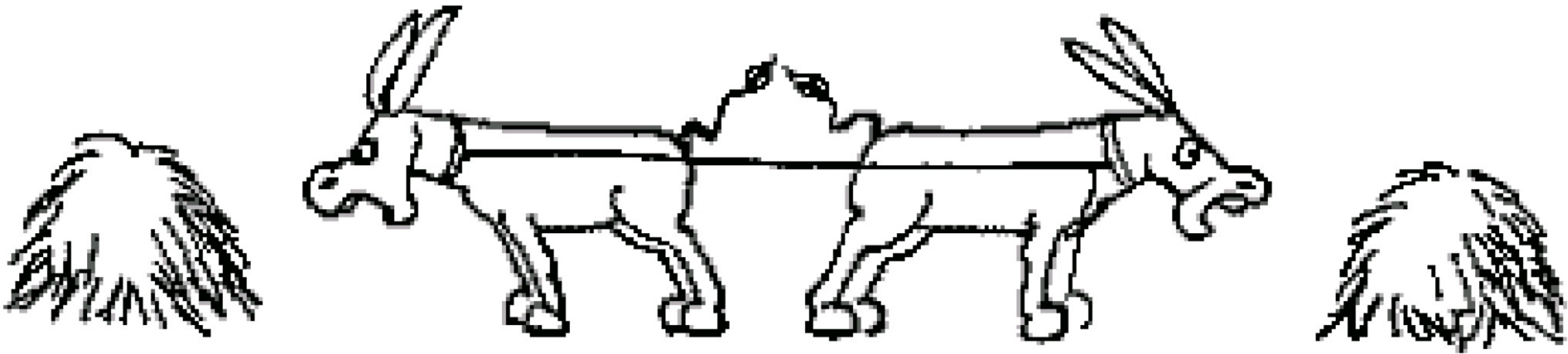
Looking for a win - win

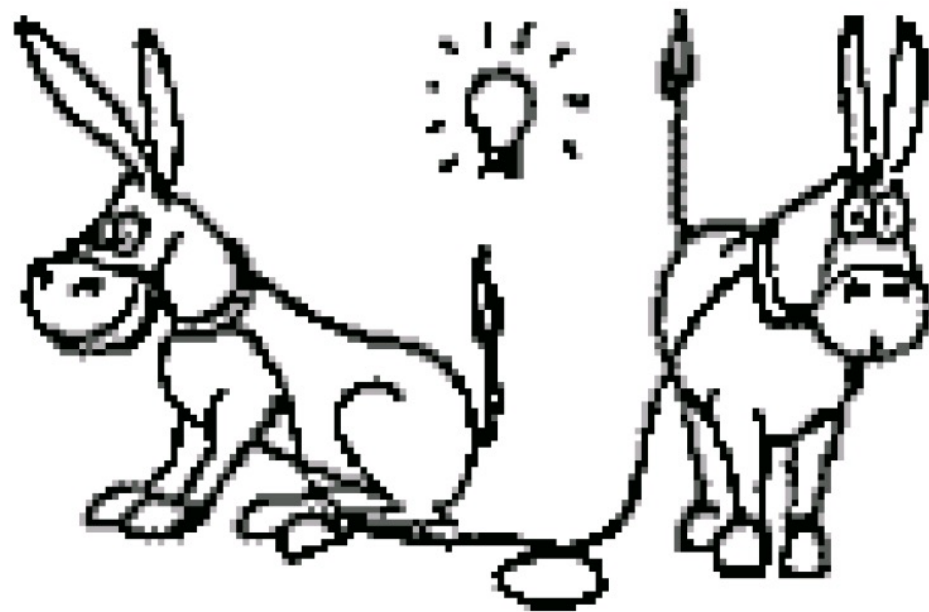
How can Conflict be successfully managed?

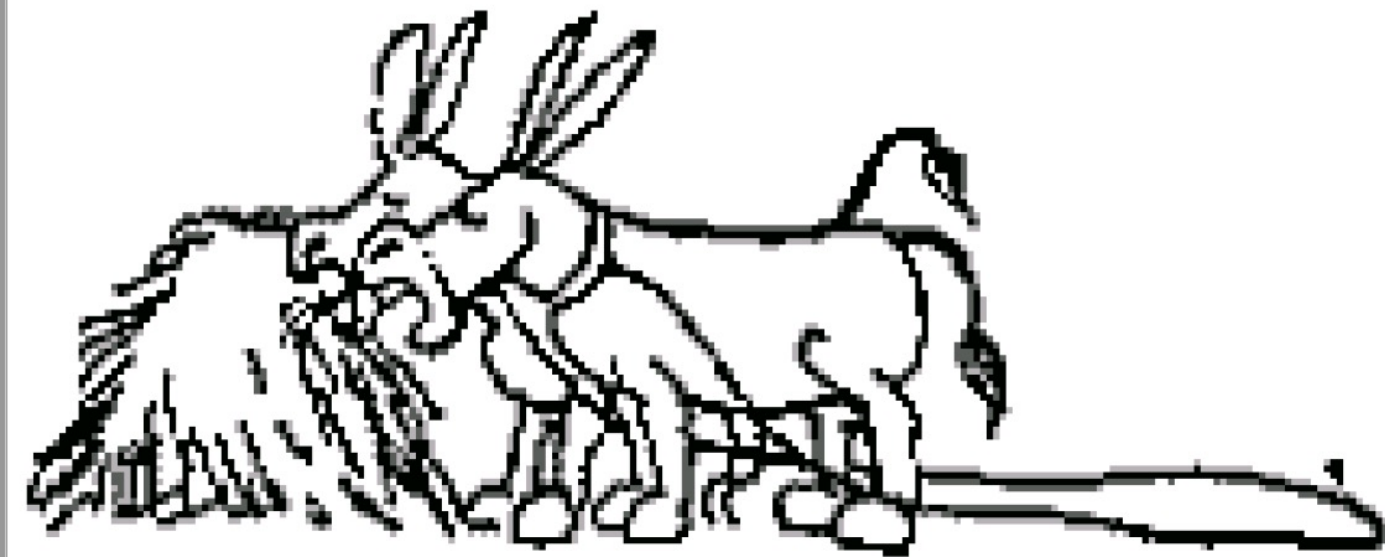
Win – win conflict.

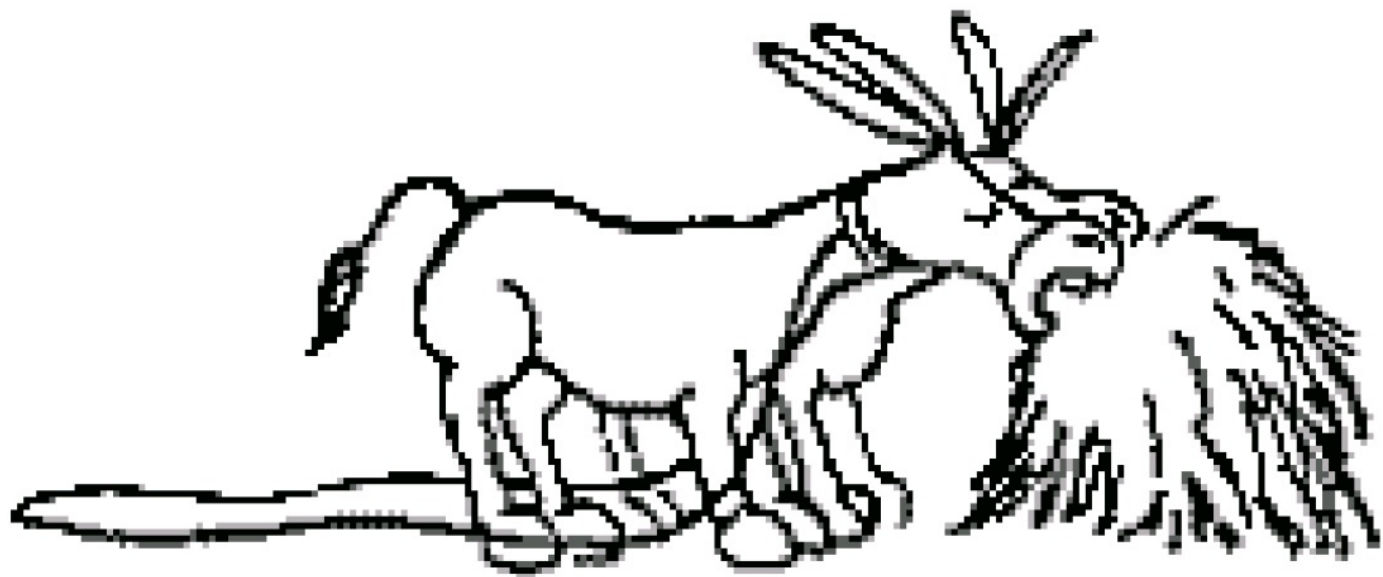
- Both parties achieve their desires
- Collaboration or problem solving are forms of win-win conflict

Reaching win - win









To Achieve Win – Win Results

- Gain participation from everyone involved in the conflict
- State the reason to work on the solution

Components of Conflict

When we have to deal with Conflict
deal with the emotional issues first
then address values and interest

Questions