

3 Signature Strategies

Managing Difficult Conversations

Heard
Understood
Respected
Accepted



What can you do?

1. Start by ensuring they feel HURA
2. Then ask for HURA

Colleen Woodhead

Everyone wants to be Heard, Understood, Respected and Accepted (HURA).

Have you ever noticed that when communication fails, at least one of these is missing for at least one participant?

In my coach training, my mentor introduced the concept of HURA to our class and I love it so much, I incorporate it in all of my discussions about effective communication. He refers to it as Verbal Aikido.

Rather than just reacting, it's helpful to redirect the negative energy so it doesn't impact the conversation and, instead, focus on ensuring

1. they feel HURA and then
2. it's your turn!

This small shift in focus allows you to stay (or quickly return) to rational thinking and problem solving!

Try it the next time you feel triggered. Take notice of the difference!

Sometimes we - or the people we're speaking with - hear "suggestions" and offers of "advice" as criticism.

Have you ever seen or experienced this? What was the reaction?

Not good, right?

How about, instead, you frame the advice in the form of a question to let them consider it without pressure or expectation?

Instead of:

- You're letting their words effect you in a big way.

Try something like:

- How much value would you like to put to what they say/think? or
- What would it be like if you value your opinion more than theirs?

When you ask instead of tell, you trigger their rational brain which helps avoid the big feeling reactions.

ASK
Don't tell.



A tiny shift that changes everything.

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Stop Just Answering Their Questions



... and start teaching the path to solutions



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I'd like to share a story with you, ok?

As an assistant manager of a bank branch, I used to have all of the tellers come to me for authorization to release funds on large cheque deposits. It could be time consuming for me to bring up the client and perform a series of checks to determine eligibility for release. It was taking up a lot of my time.

Finally, I realized that I could save time while empowering my team by teaching them how to perform the investigation themselves.

How else could it benefit the company? Good question.

Here's some of the reasons:

- saving time because they were already in the client's profile
- demonstrating trust in them; building their confidence
- teaching them the thought process to making these decisions
- building their skillset towards future promotions

Empowering my team ended up being a gift to their confidence and abilities within the organization. Where could you help your team grow?