



# Challenging Times, Challenging Conversations



# Agenda

- Methodologies
  - Brain-Based Approach to Crisis Communications
  - Fierce Conversations
  - Difficult Conversations
- Challenging Conversations and Lessons Learned (breakouts)
- Full Group Share

# Effective Crisis Communications

Fact: Stress, Anxiety and Fear Cause an Amygdala Hijack

Result: An inability to use logic, problem solving skills, linear thinking, etc.

To help you support your client, use these skills:

1. Self-Awareness
2. Introspection
3. Empathy
4. Balanced communication in the face of discomfort

First use them for yourself, then support your client to use them.

# *Fierce Conversations (Scott)*

Preparation of your opening statement is essential:

- 1. Name the issue.**
- 2. Select a specific example** that illustrates the behavior or situation you want to change.
- 3. Describe your emotions** about this issue.
- 4. Clarify what is at stake.**
- 5. Identify your contribution** to this problem.
- 6. Indicate your wish** to resolve the issue.
- 7. Invite your partner to respond.** You have sixty seconds to do it all. Let's take these components one at a time.

# *Difficult Conversations* (Stone, Patton, Hein)

- **Keep your goals realistic** – focus on developing your specific script.
- **Give bad news upfront** - tough messages in the first sentence.
- **Adopt the “And Stance”** - pre-empting objections by acknowledging: “I know you worked all night, and I know you want to do well, and....
- **Get out of the “blame frame”** – don’t judge the past, manage future outcomes
- **Paraphrase** – summarize what you’re hearing to show you’re listening
- **Be prepared for bad reactions** - be emotionally ready
- **Pretend it’s 3 months or 10 years from now** – think about the future

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