

# TEN COMMUNICATION STRATEGIES FOR CONFLICT

## THE COMMUNICATION MINDSET...

All parties are **valuable** human beings that deserve **respect**.

The **issue** matters, but is **not** more important than the **person**.

The **goal** is to find the **best** solution for everyone.



## AGREE-BUILD-COMPARE

If you disagree with what the other person says, try to find *something* to **AGREE** with.

**BUILD** or elaborate on their point to make it even stronger.

Then, gently **COMPARE** your own point of view with theirs.



## MAKE A JUDGMENT FREE ZONE



When describing the problem, choose words that are **neutral** and free of judgment.

If sharing emotions, use **"I feel"** statements rather than **"you"** statements.

## STAY TUNED

Pay attention to the **verbal** and **non-verbal** responses to your words.

If their emotions **change** in tone or intensity, **stop** and **ask** what is going on.

Be ready to **adjust** your approach.

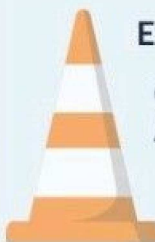


## FIND COMMON GROUND

Start by finding the **mutual purpose** you can agree on, e.g., solving a problem that impacts you both.

If the conversation strays off course, **go back** to this common ground.

## MAKE IT SAFE



Express **empathy** for their position.

**Own** your mistakes.  
**Apologize** if appropriate.

Look for opportunities to **lift them up** instead of tearing them down.

## HEAR THEM OUT

Aim to **listen** as much as you **talk**.

**Ask questions** for better understanding.  
**Restate** or summarize their point of view.  
**Reflect** their emotions.

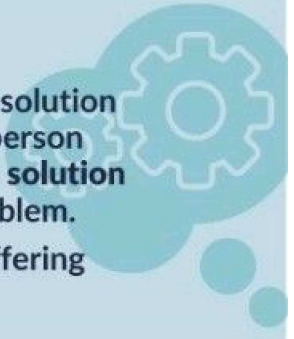
In other words, make them **feel heard**.



## ASK FOR IDEAS

When you dictate a specific solution right at the start, the other person **may decide to challenge the solution** rather than focus on the problem.

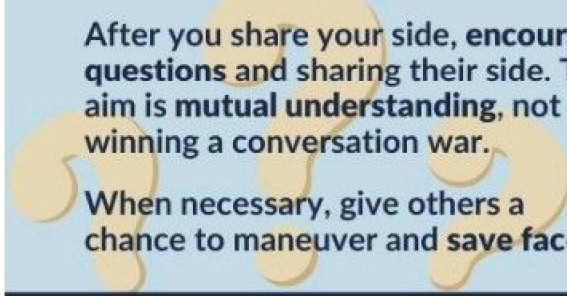
**Ask for their ideas** before offering your own solution.



## BE TENTATIVE, NOT DEFINITIVE

After you share your side, **encourage questions** and sharing their side. The aim is **mutual understanding**, not winning a conversation war.

When necessary, give others a chance to maneuver and **save face**.



## AVOID USING...

**Demeaning** terms or phrases  
**Negative** or **aggressive** humor

Body language that **contradicts** your words and/or **shows contempt**

