

Becky Davis, Regional Marketing Director Ascendium Education Solutions "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

- Martin Luther King, Jr

Agenda

- 1 Demonstrate how to control our responses
- 2 Discuss the use of strategic words
- 3 Illustrate reflective listening
- 4 Show how to deliver bad news

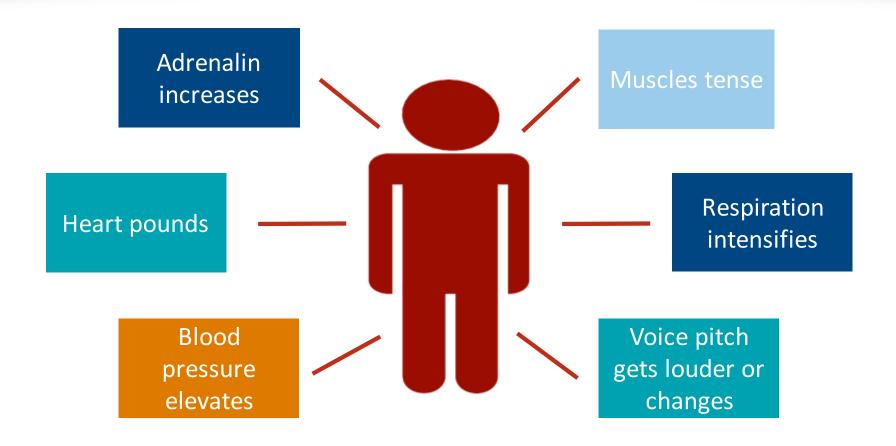


Controlling Responses

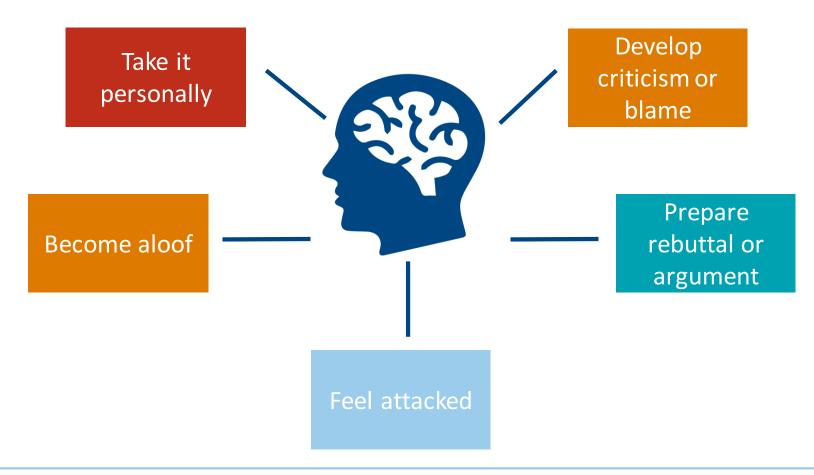
"You may not control all the events that happen to you, but you can decide not to be reduced by them."

- Maya Angelou

How Our Body Responds



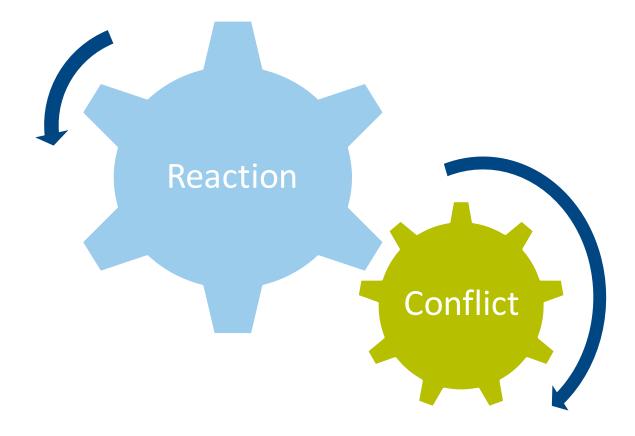
How Our Mind Responds



Traits of a Reaction



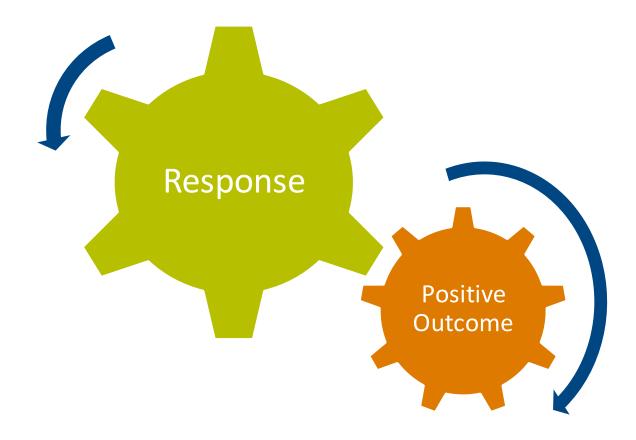
Results of a Reaction



Traits of a Response



Results of a Response



Shift from Reacting to Responding

Avoid reacting, instead







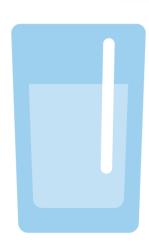








- Take a deep breath
- Resume a normal breathing rate
- Sip water
- Count to 10
- Step away from the situation
- If the situation is highly volatile, tell the person you will get back to them





- Give the person the benefit of the doubt
- Put yourself in their shoes
- Never assume anything
- Formulate responses
- Consider the information
- See the bigger picture







- Make a conscious choice to respond with words and actions that are:
 - Thoughtful
 - Empathic
 - Intelligent
 - Calming
 - Action-oriented and less emotional



Strategic Use of Words

"Words can inspire. And words can destroy. Choose yours wisely."

- Robin Sharma

The Power of Words

The right words can defuse almost any situation

Word Swaps

Words that work	Words that work <u>better</u>
I can	I sure can
I can't	I wish I/we could
You'll have to	Can I get you to? Would you mind?
I don't know	Good question, let me find out
You owe	Our records show a balance of

Word Swaps

A parent tells you currently that she has been waiting on hold for a long time



What should you say to her?

- A. I'm sorry.
- B. I understand.
- C. We have been extremely busy today because it's the first day of the semester.
- D. It sounds like you had a very long wait; let's see what we can do to help from here.

Words of Compassion

"Feel, Felt, Found" Strategy

"I know how you feel Ms. White..."

"Parents of incoming freshmen have said they *felt* this way...."

"Students have found that once they log in..."



Words of Reassurance

Provide reassurance that you're going to help, even if the answer is "no"

"I'm going to do my best to help resolve this quickly"

"You can be assured that I will get back to you with an answer by tomorrow"

"While we're not able to award additional grant aid, I can assure you that we will find..."

Words of Optimism



Words of Deterrence

"What you need to do..."

"What you should do..."

"What you must do..."

"Why can't you?..."

"If I were you, I would..."



Words of Uncertainty

- During an unpleasant situation, communication should be clear with little room for ambiguity
- Try to avoid
 - "As soon as possible"
 - "I'll try...."
 - "The truth is..."
 - "To be honest...."
 - "Hopefully..."



Words of Explanation

Do not respond with...

```
"It's against our policy"

—or—
```

"Our polices and procedures do not allow us to...."

Cite reasons for policies and procedures



Give an example of how you would explain a policy and procedure to a student?

Using Reflective Listening

"There is a difference between truly listening and waiting for your turn to talk."

- Ralph Waldo Emerson

Listening Defuses Conflict

When done effectively, listening to try to understand another person

- Stops arguments and defuses strong emotions
- Helps the other person feel heard
- Helps the other person to listen to you
- Helps you persuade the other person
- Improves relationships



Barriers to Listening

Often when we think we're listening, there are obstacles in the way

- Being judgmental
- Confusing understanding with agreement
- Confusing listening with discussing
- Confusing listening with problem-solving
- Indulging the need to correct errors
- Blocking



What is Reflective Listening?



Reflective listening is <u>hearing</u> and <u>understanding</u> what the other person is communicating

Involves two steps:

Seeking to understand

Confirming what was understood

Process of Reflective Listening

- 1) Let the person speak; do not interrupt
- 2) Do not give advice...yet
- Nod your head or use encouraging verbal phrases along the way
- 4) Restate the problem
- 5) Use a verifying statement
- Ask for clarification when you do not understand
- 7) Respond appropriately



Delivering Bad News

"Challenges are what makes life interesting and overcoming them is what makes life meaningful."

- Joshua J. Marine

Staging to Deliver Bad News

By setting the stage to deliver bad news, it can help to manage the situation

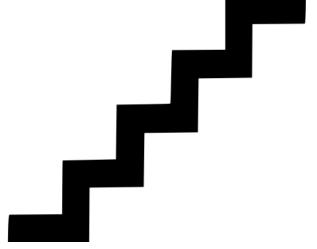
- Introduce what you're going to say before you say it
- Explain the reason for what you're saying
- Empathize with the person/audience's feelings after you have said it

How Great Leaders Deliver Bad News



When the Situation Escalates

- Set ground rules
- Trust your instincts
- Bring a third party into the conversation, if needed
- Separate from the person
- Notify higher authority

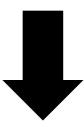


Tell us about a time when you had to deliver bad news and how did you do it?



Turning the Bad into Good

Unpleasant Situations



Be prepared

Respond instead of reacting

what the other person is truly saying and how they feel

Choose words carefully

Take the time to train



attigo.com

Thanks for Attending