

CONFLICT SOLUTIONS PRESENTS:

***EFFECTIVE
COLLABORATION
BETWEEN PRODUCERS
AND PROCESSORS***

Presented to

PJVA CONFERENCE



DEFINING CONFLICT

- **A state of tension due to an incompatibility of intention;**
- **A state of opposition between people, ideas or interests;**
- **An expressed struggle between at least two independent parties, who perceive incompatible goals, scarce rewards and interference from the other party in achieving their goals.**



PERCEPTIONS

- Is anyone here a bad driver?
- If we are all such great drivers, why then are there so many boneheads on our roads?
- What date is this: **03/02/97**



THOSE OF US WHO FOCUS ON
FAIRNESS ISSUES TOO OFTEN
EFFECT AGREEMENT BY
GIVING IN INSTEAD OF FIRST
USING OUR POWERS OF
PERSUASION TO AFFECT A
FAIR OUTCOME THAT WILL
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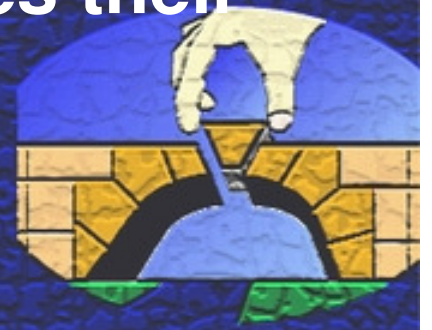
A FINAL WORD ABOUT PERCEPTIONS

- In almost every case, there is more than one right answer.
- At what point is a bedroom messy?
- How many minutes makes a person late?
- Should dogs be allowed to sleep on the bed?
- Does the sun rise in the east and set in the west?



COMPONENTS OF ALL HUMAN INTERACTION

- The **ISSUE** is the basis for the discussion.
- The **POSITION** is the stance you and the other person take respecting a particular issue or point of discussion.
- The **INTERESTS** are the reasons or motivations a person holds that drives their behavior or supports their position.



TRADITIONAL POSITIONAL NEGOTIATION

“I want \$30 Million”

“I’ll settle for \$29 Million”

“I could play elsewhere”

“Okay, my bottom line is \$28 Million”

DEADLOCK

“Sorry, our bottom line is \$27 Million”

“Don’t you threaten us”

“The best we can do is \$26 Million”

“We were thinking \$25 Million”



INTERESTS ARE DEFINED AS:

- Concerns, Hopes, Expectations, Assumptions, Perceptions, Beliefs, Fears, Values and Needs.
- Interests are uncovered by the application of the “why”, “why not” and “what else” process.



“WHY” SUCH A BIG DEAL?

- The question “Why?” is often construed as a personal challenge to us.
- The “Why” question can be the most powerfully constructive or powerfully destructive word in our language.
- It represents an opportunity to bring clarity to those we interact with.



MANAGING YOUR OWN EMOTIONS

- Anger is the most misunderstood and overused of the human emotions.
- Anger is a response to an inner emotion and not a planned action.
- Feelings that underlie that anger tend to make us feel disempowered and anger helps us feel empowered.



MANAGING YOUR OWN EMOTIONS continued

- Many people use anger as the default emotion; regardless of the emotion, we label it anger.
- It is safe to tell people we are angry.
- Some would say that men and women experience anger differently. Men experience more intense anger while women experience longer lasting anger.
- The hockey fight.



THREE LEVELS OF CONVERSATIONS

- The INFORMATION LEVEL conversation
- The EMOTION LEVEL conversation
- The IDENTITY LEVEL conversation



PROBLEM SOLVING MINDSET

- We have all been trained to think like problem solving, achievement oriented outcome thinkers.
 - Your problem is.....
 - Your solution is.....
- We give information, provide direction and cite opinions.



PROBLEM SOLVING MINDSET

- This is highly counter-productive to the conflict management process.
- The outcomes are legislated and not a product of collaboration or negotiation.



REALITY TESTING QUESTIONS

- “What is it you hope is going to happen?”
- “What is it you think is likely to happen?”
- These two questions represent opposite ends of the consequence spectrum.



THE DIFFICULT PERSON

- Our first negotiation happened immediately after our birth when we cried for food, warmth, certainty, etc.
- We learned very early on that when we “made a scene” good things happened and that behavior became ingrained in us.
- Not because we were evil but because it worked.



THE SKILL OF DEFUSING

- Many different people use many different strategies.
- “Calm down” and “You had better relax”
- Other terms to avoid:
 - “Chill out”
 - “Simmer down”
 - “Take a valium”
 - “Let it go”
 - “Are you through yet”
 - “What’s your problem”
 - “Whatever”



DEFUSING AND DE-ESCALATING

- **Highly inflammatory.**
 - Represents a criticism of the other person's behavior.
 - Implies they have no right to the feelings and emotions they are experiencing.
 - Creates a second problem as well.

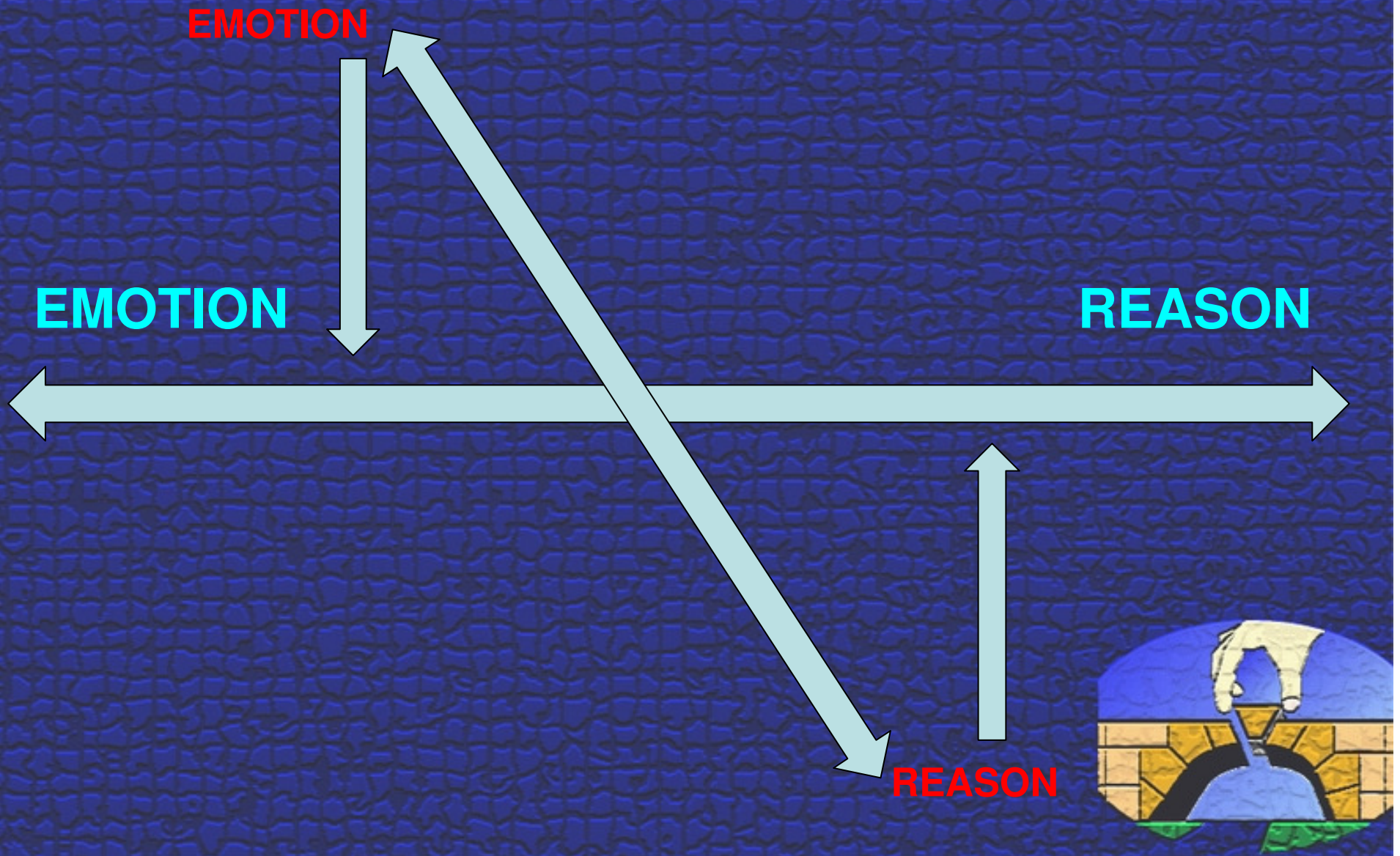


HAVE YOU EVER TRIED THESE?

- When engaged with an angry or verbally aggressive person, sometimes we:
 - Defend: “That was not my fault.”
 - Deny: “That’s not true at all.”
 - Criticize: “You’ve made mistakes yourself.”
 - Deflect: That was not my responsibility.”
 - Self deprecate: “I am such an idiot.”



EMOTION / REASON BALANCE



DEFUSING

- A series of rapid paraphrasing, two or three exchanges.
- Move with the angry person, not against them as they would expect.
- Once emotion is calmed, reason returns.

- Safety consideration for those that don't respond to this strategy.



THANK YOU

FOR YOUR TIME AND ATTENTION

Gary McDougall
Facilitator- Conflict Solutions

