

3.5.9 Conflict management

Name:

Develop Positive Communication.

Requirements:

Statements.

Learning goal:

To create awareness about the importance of adopting positive communication job/business contexts (e.g. customer service contact contexts).

Time:

45 minutes.

Number of people:

20.

Learning objectives:

by the end of this session participants will:

- Understand the importance of adopting positive communication attitude when interacting in working / business contexts.
- Develop a mind-set to employ positive communication / interaction.

Methodology:

- Situation/Scenario analysis.
- Role play.
- Discussions.

Content:

- 1 | What is positive communication?
- 2 | Why is positive communication important?
- 3 | How to formulate positive answers to customers/co-workers interactions?

Structure:

- 1 | The trainer prepares a set of statements that will be handed to participants corresponding to answers from employees when addressing some customer reaction, or particular request or complaint. Depending on the focus of the training, the statements can also correspond to answers from interactions among employees instead of customers (10 minutes).

Examples of statements:

- 1 | That is not possible.
 - 2 | Do you think that this is the only thing I have to do around here?
 - 3 | This did not happen only to you. There are many customers in the same situation.
 - 4 | That is not my problem.
 - 5 | You should wait like everybody else does.
 - 6 | I told you already: we are closed now.
 - 7 | That is how it is.
 - 8 | It is the first door at your left.
 - 9 | Did not you read the sign?
 - 10 | What did you want that for?
 - 11 | We are very busy right now!
 - 12 | It is impossible that someone here has given you that information.
- 2 | Participants are asked to read carefully each of the statements, and then to reformulate each of them in order to turn them into a more positive sentence. Participants shall be encouraged to address the rewriting of the statements as quickly as possible, and increase the speed of rewriting as they progress till the end of the list, to stimulate the ability to draw quick reactions with a positive approach (15 minutes).
 - 3 | The trainer then conducts a discussion and debrief moment, going through each of the statements (preferably supported by some visual presentation, e.g. pictures or videos that correspond to an illustration of the situations described in the statements), and inviting participants to share the alternative “positive” answers which they built (20 minutes).

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Reference:

Bacal, R. (2010). Perfect phrases for customer service. McGraw Hill Professional.