



# Communication Basics

September 1, 2020



## Ways Everett Public Schools engages with families

### Two-way

- Phone, email, in person, surveys, events, zooms, social media

### One-way

- Newsletters, website, Blackboard Connect, PeachJar, letters



## Learning outcomes

- Awareness of the fundamental aspects and concepts of conflict
- Define personal conflict style and the impact in our relationships
- Acquire and use specific tactical methods in conflict situations



## Creative Conflict Transformation

If you don't like something change it. If you can't  
change it, change your attitude.

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Maya Angelou

# Communication and Conflict



## Conflict is inevitable

- Conflict is everywhere
- Conflict takes time
- Conflict impacts relationships
- Conflict uses energy
- Conflict impacts our freedom





## Purposeful conversation

Establish the purpose. Why are we here and what is the purpose of this conversation?

What do you hope to accomplish through the conversation?

What evidence during the conversation will lead you to know you have been successful?

What do you want to be sure you do well during the conversation?

# Communication and Conflict



## Clear deep listening



Awareness of-  
Judgment that  
leads to Blame -  
Shame

Respond, don't  
react

Accept what others  
have to say

Breathe and pause  
before responding

Reflection

Redirect yourself  
when emotionally  
charged

# Communication and Conflict



## When conflict arises

- Conflict is part of life
- Conflict can be good or bad, depending on how we deal with it
- Every time we interact with someone the potential for conflict arises
- Small conflicts should be deal with immediately, so they don't grow
- Try to identify possible hidden conflicts
- Disagree with ideas or behaviors, not people



# Communication and Conflict



## Language has power

- What is the value of the relationship
- Speak from your own experience
- Position vs. Interest



## What is your conflict style?

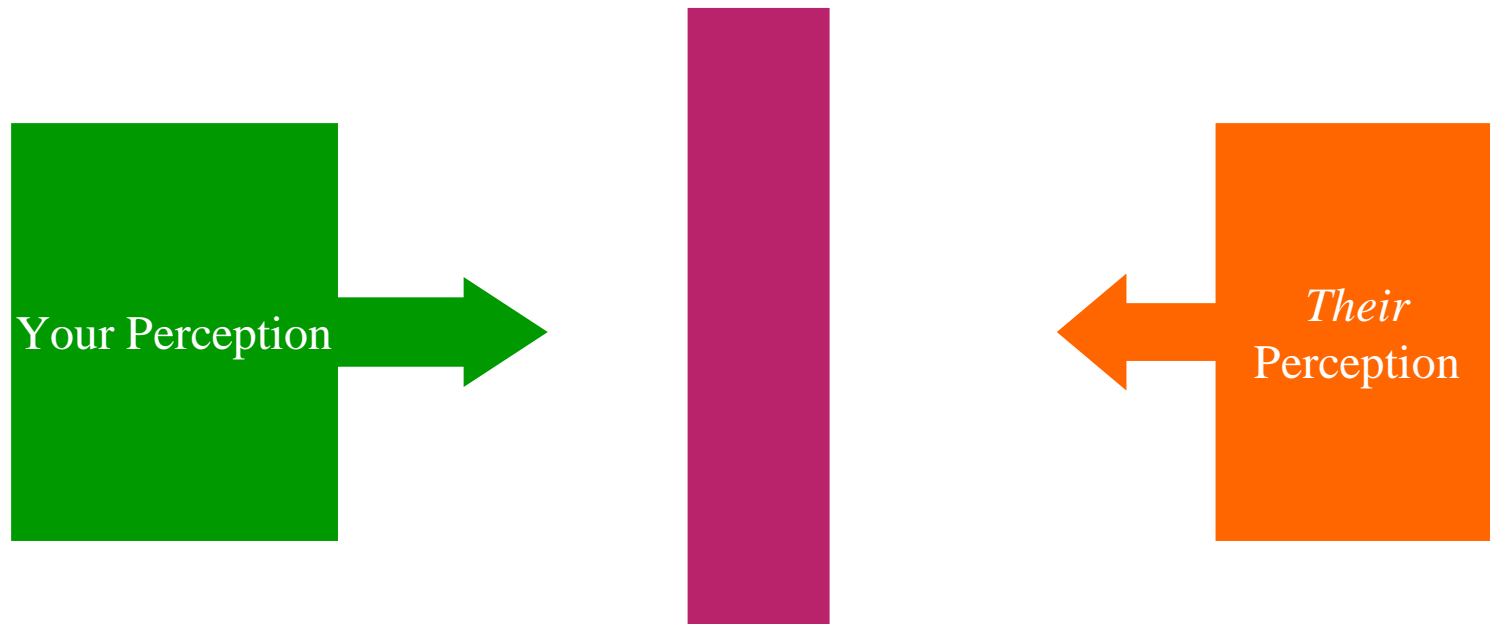
- Avoiding – Issue and relationship both are insignificant
- Accommodating – Relationship is more important than the conflict
- Compete – the issue is more important than the relationship
- Compromising – cooperation is important (give a little get a little)
- Collaborating – Relationship and issue are both important (takes a little more time)

# Communication and Conflict



## Our interactions

Think about your personal barriers to resolving conflict





## Transformational strategies

- Anticipate and proactively address the needs of each other
- Take time to understand the objectives and needs
- Take steps to prevent problems and address them quickly when they occur
- Set priorities effectively and manage competing needs
- Solicit and act upon feedback



## De-escalation strategies

- Breathe!
- Remain calm
- Display empathy
- Defuse the situation
- Delay if necessary



## Name the issues

- Identify topics that the parties view as important to address
- Use concise neutral language
- Use issues to create the agenda
- Foundational concepts for understanding the conflict.



# Communication and Conflict



## Step 1: Make the approach

- Reflect before you begin
- Invite the other party to a conversation
- Be clear about your intentions
- State your goal – a positive resolution

# Communication and Conflict



## Step 2: Share perspectives

- Ask for the other's person's perspective
- Paraphrase what you hear
- Acknowledge your contribution
- Describe your perspective





## Step 3: Build understanding

- Discuss one issue at a time
- Clarify assumptions
- Explore interests and feelings



## Step 4: Agree on solutions

- Reality test – is this doable?
- Durability test – Is this durable?
- Interest test – Does this meet all parties interests?



## Step 5: Plan next steps

- Jointly create action plan
- What needs to happen?
- Who needs to do what? By when?
- How will interaction take place if a problem occurs?



## 5 Steps to resolve conflict

Name the Issues

- Step 1: Make the Approach
- Step 2: Share perspectives
- Step 3: Build understanding
- Step 4: Agree on Solutions
- Step 5: Plan next steps

# Communication and Conflict



## Role Play

Pick one current conflict in your life related to your personal or professional relationship

- Explain the situation
- Role play it (real!)
- Self- evaluation (feelings?)
- Switch roles

# Communication and Conflict



**What did you notice?**

# Communication and Conflict



**Write down: (2)**

**What are one or two things you will infuse into your work from our work today?**

# Communication and Conflict

