



## CERTIFIED CONFLICT MANAGEMENT COACHING

### Harvest the hidden benefits of conflict

**Conflict management coaching** can efficiently transform the wrinkles in both internal and external relationships so they benefit your organization. Within almost every conflict and dispute there are hidden opportunities and benefits.

Change and the need to resolve critical disputes of all kinds in growing numbers are accelerating for almost every organization. Increasing tensions are disrupting the workplace, as well as client and other key relationships – provoking more deeply felt conflicts more easily.

In this environment, more and more organizations and individual are utilizing conflict management coaching for a variety of objectives, including:

- ◆ Discovering more effective, mindful, less stressful ways of working with conflict
- ◆ Increasing proficiency as a manager/supervisor
- ◆ Improving negotiation skills
- ◆ Supporting an employee poisoning the workplace by referring her/him
- ◆ Figuring out whether to do anything about a situation and if so, what
- ◆ Venting to an objective person
- ◆ Upgrading communication skills & teamwork
- ◆ Managing client & key relationships more effectively
- ◆ Solving clashes of personalities
- ◆ Preparing for difficult conversations or delivering a delicate message
- ◆ Learning to not shut down when blamed or criticized
- ◆ Being more tolerant, accommodating, and accepting
- ◆ Becoming less critical, defensive, antagonistic reactive, competitive, bullying or avoidant
- ◆ Opening to different personal & professional values
- ◆ Preparing for mediation

### Here's the secret

**Conflict management coaching** (or *conflict coaching*) is a results oriented one-on-one process in which a trained coach helps individuals gain increased competence and confidence to manage and engage in their interpersonal conflicts and disputes. Unlike counseling and other therapeutic approaches, conflict coaching offers a short-term, future-focused and defined goal-oriented process that helps people improve the way they engage with conflict.

The 7-step CINERGY<sup>®</sup> coaching method identifies and works with the internal elements of conflict – what's going on inside the individual – as well as the external manifestations of a conflict. In reality, conflict is a self-limiting, internal process that may or may not have external manifestations.



Rather than just focusing on self, the CINERGY<sup>®</sup> approach develops deep understanding by identifying the interests of everyone involved in a situation from the point of view of the person being coached.

Understanding a context that includes the other person's perspective is important for developing conflict prevention and coping skills.

### **CINERGY® Conflict Coaching facilitates success**

In the workplace, change is not just accelerating around technology, economics, and politics; now it's also diversity and social change. Workplace conduct and expectations reflect a vastly more disparate range of norms, backgrounds, experiences, working styles, and values. High stress and impending deadlines catalyze even greater conflict. More people are easily angered or frustrated, and few feel secure.

Today, 85% of employees around the world report they have had to deal with conflict in their workplace, while 25% say avoidance of conflict resulted in sickness or absence from work. Supervisors in all kinds of organizations spend an average 43% of their time dealing with conflict. Conflict within an organization inflates labor and compliance expenses, and it reduces productivity by \$359 billion annually, just in U. S. businesses. Effectively working with conflict has become a priority for many organizations like yours.

In this environment, conflict coaches effectively offer their clients inspiration, motivation, support, feedback, confidentiality, and a safe context to facilitate success. The conflict coach accepts their clients' situations, asks strategic questions aimed at increasing self-awareness, provides observations, and challenges clients to move out of their comfort zone for achieving their goals.

### **The self-responsibility of self-awareness**

You have many advantages when you learn to effectively deal with conflict in a way that can reveal the wisdom and opportunities hidden under the surface – information you can use to increase the number and scope of available options, gain big-picture perspective that catalyzes organizational growth, and even expand your own self-imposed limitations.

#### **Benefits of Conflict Management Coaching** (partial)

- Improved communication skills
- Collaboration, not competition
- Reduced stress
- Better job focus with improved production
- Superior client/customer control
- Open to differing ideas resulting in better problem solving
- proactive not reactive actions
- Compassion that leads to action
- Relationships that last
- Increased confidence, self-image
- Self-compassion, not unhealthy criticism
- Greater capacity for change
- Preparation for mediation
- Early resolution of potentially damaging problems

For business contexts, conflict coaching provides a pathway for more predictable outcomes and opportunities to better control risks. It can also improve the abilities of sales teams to identify customer needs, enhance skills of lawyers, accountants, and other professionals to manage client expectations regarding outcomes and performance, and build dexterity within teams to proactively resolve frictions before they become damaging problems.

In a conflict, almost everyone gets caught by passion and the need to win – in fact, an online survey identified bullying as the most popular method for solving a conflict. But conflict is not a contest. Once you stop seeing conflicts as win-lose, you cannot lose. The real tragedy of conflict is that in every single one there is treasure to be mined. There is wisdom and opportunity to be discovered under the surface. You can move beyond the contest of the conflict to understand what's really at stake.

A real solution heals the hurt caused by the conflict, even if you never intend to see the other person again. That helps you regain wholeness and approach the next conflict with improved mindfulness and intelligence. CINERGY® conflict management coaching is a powerful, efficient, cost-effective approach to capture those lost opportunities.