

Keys to De-Escalation

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KILL
THEM
WITH
KINDNESS

Goals of De-Escalation



Reduce emotional
impact



Quickly resolve
issues & move on



Lighten the
Mental load



Build a strong
business &
relationships



Win
customer/team
loyalty & trust

What is De-Escalation?

- ▶ Prevents the escalation of conflict
- ▶ Quickly reduces disruptive behavior
- ▶ Transfers a sense of calm
- ▶ Conveys genuine interest
- ▶ Demonstrates empathy

De-Escalation Start to Finish

REFRAME

- Complaints are okay; What are your triggers?

REMEMBER

- What is in our control?

ZEN MODE

- Calm & confident

APPRECIATE

- Thank you!

TUNE IN

- LISTEN to their perspective

VALIDATE

- Understand, not necessarily agree

ADMIT IT (or not)

- Get right to it

BEFORE WE GO

- Next steps

“I no longer fear **honesty**.
I have **learned** that anything
important accomplished
through dishonest means
eventually **unravels**. Facing
unpleasant truths **protects** us
from building on faulty
foundations.”

-Dramadus, *Dragonwatch*, Brandon Mull

Appreciate



Appreciate



**Thank
you FIRST**

**Be
Genuine**

- The other person is expecting confrontation
 - We transfer our calm (disarm their anticipation for a fight) when we show appreciation instead of defensiveness

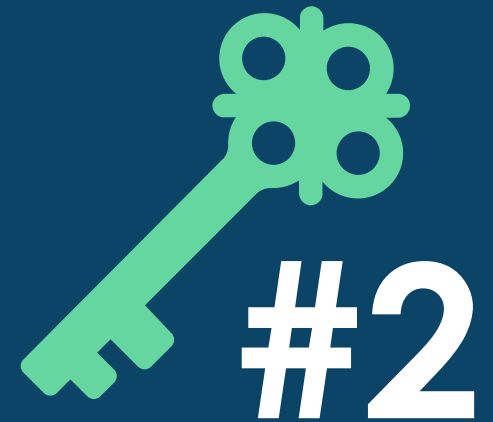
Appreciate

With as much calm, kindness and genuineness...

❖ **“Thank you for taking the time to share this with me/us.”**



Validate



“When dealing with **people**,
remember you are not
dealing with
creatures of logic,
but creatures of **emotion.**”

-Dale Carnegie

Validate



Focus on their feelings, not just the facts



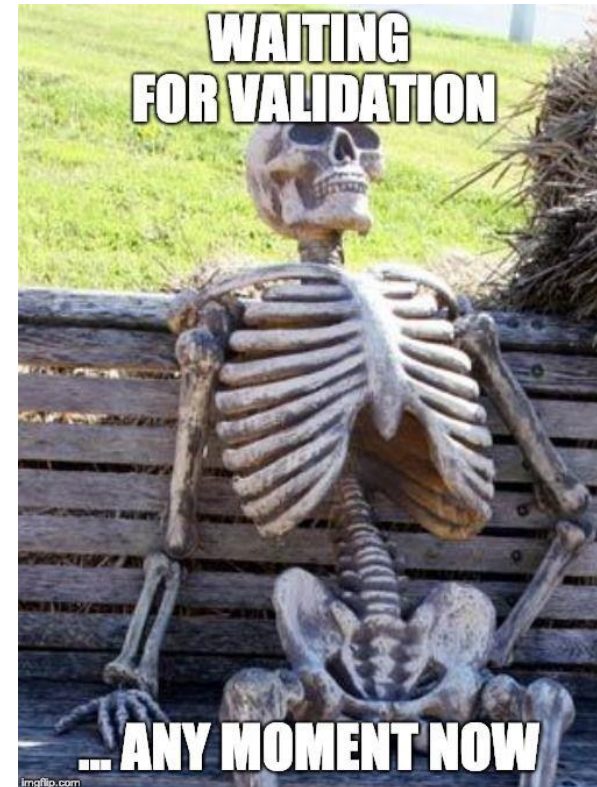
Try to understand their perspective, even if you do not agree

- The other person is expecting you to repeat and enforce policy and to explain why they are wrong and you are right
 - When we show empathy to them FIRST, we can have a more honest and helpful conversation

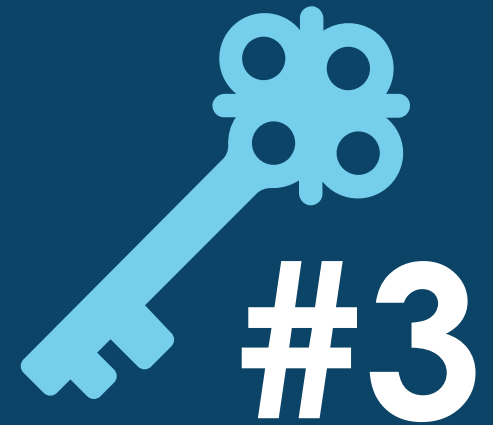
Validate

With as much calm, empathy and care
as possible...

❖ “I can see how that is frustrating.”



Admit It (or not)



Admit It (or not)



Get right to it.

- Once you have shown appreciation and validation, get right to what you can (or cannot) do
 - Instead of stating the policy or showing how you are going to make an exception, just tell the guest, here is what we can do!

Admit It (or not)

When you were clearly in the “wrong,” don’t beat around the bush, get right to it...

“I’m sorry that happened. You’re right. I know it will not change your experience, but


 **here is what I’m going to do...”**

Admit It (or not)



When the person is upset about something out of your control...

“I can see how this policy is impacting you. To ensure your students have an excellent experience, we’re not able to extend the deadline or make an exception for the payment.”



TRIGGER PHRASES



- ▶ I'm sorry IF
- ▶ Please hold *HOLD*
- ▶ As I was saying
- ▶ I'm trying to tell you
- ▶ Over apologizing
- ▶ Again
- ▶ Unfortunately
- ▶ I'm sorry, but
- ▶ Using "ma'am/sir" when guest is upset (in some regions)
- ▶ Repeating yourself over and over
- ▶ If you'll let me speak/finish
- ▶ You're the only one having this issue

OTHER TRIGGERS



- ▶ Insincerity
- ▶ Rushing/Pace
- ▶ Interrupting
- ▶ Defensiveness
- ▶ Sounding too chipper
- ▶ Sounding annoyed
- ▶ Nervous laughter
- ▶ Lack of action or show of care
- ▶ Tone/Volume



NEXT LEVEL PHRASING

- ▶ Thank you!
- ▶ I appreciate you
- ▶ How can I help?
- ▶ I'm happy to help
- ▶ What I like about that is
- ▶ Let's work together to find a solution
- ▶ I understand
- ▶ I'd feel the same way if I were you / That makes perfect sense
- ▶ Let's figure this out
- ▶ This is important to us
- ▶ Replace "you" with more general phrasing (less accusatory)



THE KEYS



Appreciate

- Transfer your calm and disarm

Validate

- Focus on their feelings, not just facts

Admit It (or not)

- Get right to it

“When under
pressure, you don't
rise to the occasion.
You **fall back** to your
level of **training**.”

-Paraphrased by Ving Giang

NOW WHAT?

- ▶ Practice
 - ▶ With someone you trust
 - ▶ See our practice worksheet as an example
- ▶ Seek additional help
 - ▶ Mentor
 - ▶ Therapist
 - ▶ Someone else doing the hard work!
 - ▶ Zoom practice group (**we have one!**)
- ▶ Explore resources
- ▶ Choose **ONE** tool from today!



PRACTICE WORKSHEET

Let's do this!

1. Pick a partner you trust
2. Have them think of a conflict to bring to your attention involving your business or relationship.
3. Ask them to provide feedback on the following...

▶ **Did I show appreciation right away?**

- ▶ Did it seem genuine?
- ▶ Did my level of calmness make me seem more approachable?

▶ **Did I offer validation for your side and feelings?**

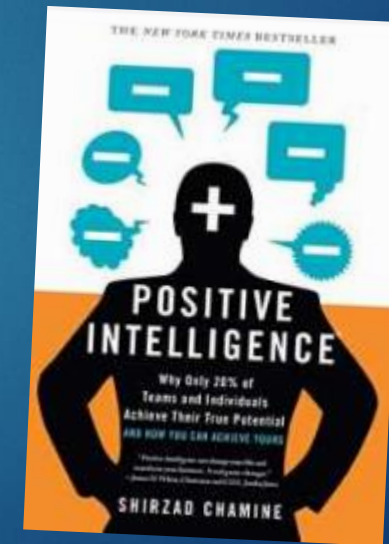
- ▶ Did it offer you comfort and confidence that we could find a resolution?

▶ **Did I get right to a solution (or state the lack thereof)?**

- ▶ Did I present it in a way that made you feel heard?

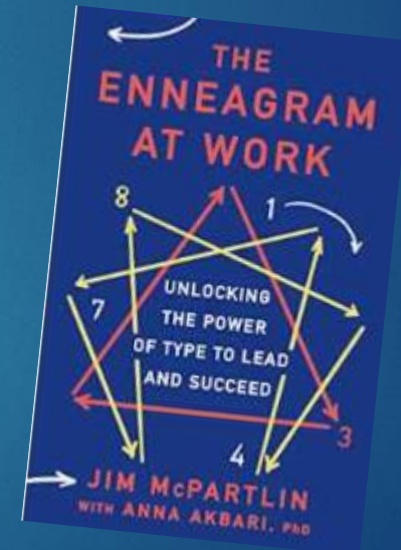
RESOURCES (1/2)

- ▶ Books for EQ “emotional intelligence”
 - ▶ *How to Win Friends and Influence People*, Dale Carnegie
 - ▶ *Positive Intelligence*, Shirzad Chamine
 - ▶ *Unf**k Yourself, Get out of your head and into your life*, Gary John Bishop (content=🔥, language=R)
 - ▶ *The Energy Bus*, Jon Gordon
- ▶ Books for evolving management skills
 - ▶ *The Coaching Habit*, Michael Bungay Stanier
 - ▶ *Dare to Lead*, Brené Brown
 - ▶ *The Heart Led Leader*, Tommy Spaulding
 - ▶ *The Gift of Influence*, Tommy Spaulding



RESOURCES (2/2)

- ▶ Enneagram
 - ▶ Enneagram Blueprint – no perfect quiz but launch point for identifying your type
 - ▶ *The Enneagram at Work: Unlocking the Power of Type to Lead and Succeed*, Jim McPartlin
- ▶ Professional Instagram accounts for bite-size learning
 - ▶ @Simonsinek
 - ▶ @the.holistic.psychologist
 - ▶ @attachmentnerd
 - ▶ @destini.ann
- ▶ BRAVING principle for breaking down trust in relationships
 - ▶ <https://brenebrown.com/resources/the-braving-inventory/>



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