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INCREASING PRODUCTIVITY THROUGH EFFECTIVE COMMUNICATION

RESOLVING CONFLICT

Conflict can result from excellent work or poor work, from good intentions or misrepresented intentions, from appropriate or inappropriate behavior. When the inevitable conflict surfaces, you need to know how to identify and deal with it so that it doesn't drain your energy and sabotage your effectiveness. What positive choices do you have in dealing with conflict? How do you give and accept negative feedback so that it's useful? How do you say "no" firmly and tactfully? How do you deal with difficult personalities? This session will provide both insights and techniques.

Audiences will learn to—

- Identify four choices they have in dealing with conflict positively
- Apply fifteen guidelines for giving and accepting negative feedback so that it's usable
- Say "no" firmly, yet tactfully
- Identify most appropriate phrasing of conflict statements
- Deal with difficult personalities
- Apologize in such a way so as to maintain relationships

Supplementary Materials to Reinforce Learning:

Books: *Communicate With Confidence!* (McGraw-Hill)

A nationally recognized business communication expert, Dianna is the author of more than 40 books, including more than 20 on communication topics (Simon & Schuster/Pocket Books, Random House/Ballantine, Warner, McGraw-Hill). Her work has been excerpted, reviewed, and featured in media such as Good Morning America, *The Wall Street Journal*, *The New York Times*, CNN, CNBC, *USA Today*, *Forbes*, National Public Radio, *Bloomberg*, *Boardroom Reports*, *Investors Business Daily*, Fox Family Network, *Washington Post*, *New York Newsday*, *Los Angeles Times*, *Chicago Tribune*, *Success*, and *Entrepreneur*, among other national radio, TV, and newspapers. Britannica, Nightingale-Conant, Thomson Corporation, American Media, and InterCom also have produced video, audio, and software series based on several of her business titles.



"Your presentation itself was very dynamic and energetic—I especially like your use of humor to illustrate some very important communication concepts. I suppose there is a degree of pressure for a speaker who is known as a 'communication expert.' But you certainly demonstrate that expertise, and walk the talk!" —*Gay Knight, Program Manager, Communications Curriculum, IBM*

"...you were a big hit! Following are a few of the comments: 'The time flew. I could listen to your presentation all day. Very informative.' 'Very good skills we can all use.' 'Wish the session could have been longer.'" —*Marilyn Monroe, President, Texas Society of Association Executives*

"You definitely lived up to—and even exceeded—our expectations for your presentations at our recent Fall Conference.... One of your most important strengths is that you actually train, without wasting a lot of time on theory and philosophy. I'm sure it was obvious to you that they came to learn, and responded enthusiastically when concrete information was presented."
—*Amy Wilson, Executive Director, Texas Medical Association Alliance*

