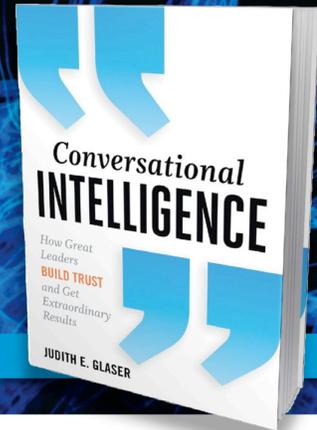


# Neuro-Tips

*Leadership and Success*

FINDINGS FROM NEUROSCIENCE RESEARCH STUDIES



## *Conflict Aversion*

Fear of Conflict has at the heart, fear you will be in a win/lose situation and the outcome will be any of the following: you will lose, they will lose, you will be rejected, or have to reject someone you care about; you will be embarrassed or fail to deliver something that people thought you could do. You avoid conflict because you don't want to get hurt in some way – physically, psychologically or emotionally.

When fear of conflict lives inside of you it distorts your view of Reality. Fear narrows your view of options – closes down the prefrontal cortex which is where courage, confidence, a strategy, insights, trust and empathy lives. Here are tips for quelling the part of our brain that is responsible for 'fear' and opening up the part of our brain that is responsible for all our insights for handling conflict.

### Neuro-Tips

#### **Neuro-Tip #1: Give it a Name**

- When we are conflict averse and shy away from taking on the conflict with confidence, we spend more time worrying, or we spend more time talking about our apprehensions. Both are heavily laden with emotions that stir cause us to be more apprehensive.
- By labeling the conflict, and giving the conflict a name, our brain can move from 'uncertainty' to more clarity and certainty that you can do something about it.
- The act of labeling something diminishes some of the underlying fear and gives us a new perspective on what the apprehension is all about.

### Neuro-Tip #2: Talking it Out

- Find a close friend to talk with who will allow you to talk about your fear, or your conflict, without giving you advice.
- Talking out loud when we are afraid of something actually elevates our courage and makes the fear seem smaller than it is when it's inside of us stirring up more fear.
- Also, talking it out with someone activates more oxytocin, which offsets some of the cortisol, the fear hormone that is present in our brain when we are apprehensive. Oxytocin enables collaboration – and if the underlying fear is fear of rejection, the oxytocin trumps the fear and we feel better.

### Neuro-Tip #3: Use Conversational Agility...Refocus, Reframe and Redirect

- Find a close friend to talk with who will allow you to talk out how to reframe the conflict from something that will hurt you to something that will empower you.
- If the conflict is connected to 'disagreeing with a colleague' on something really important to them – reframe the situation to an opportunity to think outside the box with this person to imagine new ways of challenging the status quo.
- Refocus or redirect is another conversational agility tool for moving from where the conflict is to finding a place where there is no conflict. You can say "Let's leave this aside for the moment and think about this way to approach the situation." This allows our brains to let go of one option and become open to other options.

For more information, order  
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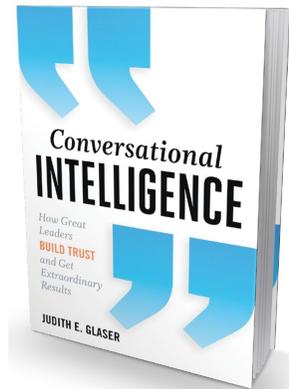
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