

Do These 3 Things to De-escalate with Parents

A very special National Gymnastics Day Presentation



An Aggressive Response Usually Doesn't Work

When Up Against a Brick Wall, Customers Use a Hammer



Mona Shaw

Learning from Mona's experience

- *"No one cared."*
- No apology
- No urgency --→

The issue is not the issue

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How the issue is handled becomes the issue

Passive
Aggressive
Assertive

The Assertive Approach

Best response to intense interactions

Assertive

Say what you mean

Mean what you say

Don't be mean when you say it

The 3R Approach to De-escalating

Recognize
Reframe
Resolve



Recognize

Take customers from a boil to a simmer by acknowledging their emotions and situation



Ways to **Recognize** and Link the Chain

- *"We get why this would be upsetting to you."*
- *"I realize this has been frustrating."*
- *"I know you're anxious to have this resolved."*
- *"I'd be upset too."*

Simple Assurances

"I see." "Um hmm."

What's worked for you in
recognizing the customer's
emotion/situation?

Or, what ideas do you have that might work?



Reframing Statements

- *"I understand your concern. Let's talk about how and why we place students, and look at what's best for Brianne."*
- *"I can certainly get a manager for you. Would you mind, though, if I tried to help you first? If I can't help you, absolutely, I'll get a manager."*

Reframing Approach

- *Here's what we know*
- *Here's what we've done*
- *Here's what's next*



**Start
Stop
Continue**



Questions?

