



De-escalation and Assertiveness Training

Introduction



The Angry Customer





Poll

How effective do you think the employee's actions were?



What is De-escalation?



The reduction of the intensity of a conflict in order to find effective resolution to the conflict.

Awareness

Interpersonal communication

The Role of Awareness in De-escalation

1. **Self** – What is my own emotional state?
2. **Emotional** – What are emotions and feelings of others?
3. **Situational** – Is the conflict intensifying or calming down?
4. **Environmental** – Where am I? Who is nearby?

Interpersonal Communication Skills

Key Words

Listen

Empathize

Influence

Persuade

Listen

- Stand up straight.
- Lean slightly forward.
- Be willing to listen.
- Don't interrupt.
- Appropriate eye contact.

Poll

How much of our communication is non-verbal?

A) 55%

B) 38%

C) 7%

INSECURE

CONFIDENT



➤ 55% in non-verbal

➤ 38% vocal

➤ 7% verbal

Clusters

Context

3 C's

Congruence

Bored



Interested



Empathize

- “The ability to understand and relate to the feelings of another.”
- One of your best de-escalation tools.
- Well crafted apologies acknowledge feelings, not issues.
- Be sympathetic to others’ desires and fear.
- Show respect for the customer’s opinions.

Influence and Persuade

- **Don't:**
 - Criticize - “You did that wrong.”
 - Condemn – “This is your fault.”
 - Complain – “If only you had...”
- Let the other person save face!

Word Choice Matters

“I can’t.”

“Here’s what I can do for you today.”

“It’s not a big deal”

“Tell me more about the situation.”

“I don’t think that you’re listening to me.”

“Please tell me what isn’t clear.”

Throw down the friendly challenge:

“If you work with me, I’ll do everything that I can to help you. But I can’t do it without your help.”

Make the person feel a part of the decision.

“You’re missing information. Correct and return it or your application won’t be processed.”

“If you fill in the right information on the form, we can get it processed as quickly as possible.”

Movie Time!



Quit Taking It Personally (QTIP)

- “It’s two nouns combined to elicit a prescribed response.”
- Most the time, they aren’t mad at you!
- They are mad at the situation, the rules, or life.
- You are just the easy target.
- It’s not easy and takes practice.

D - decide

E - ensure safety

F - form relationship

U - utilize interests

S - set limits

E - evaluate & enforce

D for Decide

- Is the customer appropriate for verbal de-escalation?
- Is the person responsive to communication?
- Is the person engaged in the actual conversation?
- Is the person an active threat to safety or not?

Recognizing Stress

- Changes in facial expression.
- Changes in eye contact.
- Changes in speech.
- Nervous nuances.
- Shallow, rapid breathing.

Recognizing Anger

- Loud voice.
- Challenging statements.
- Foul language.
- Physically acting out.
- Exaggerated movements.
- Demanding expressions.
- Personal history.
- Acting disgruntled.



**Attempts to
intimidate**

Alcohol Intoxication

- Odor of alcohol.
- Red & watery eyes.
- Unsteady gait, balance, or swaying.
- Leaning, swerving, or using objects for balance.
- Rapid emotional swings.
- Slurred speech.

Signs of Drug Intoxication

Methamphetamine

- Elevated body temperature
- Paranoia
- Rapid speech
- Unable to stand or sit still
- Picking at skin
- Dilated pupils.

Opiates

- Lethargic demeanor
- Constricted pupils
- Uncontrollable itching
- Slurred speech
- Sweating
- Falling asleep

Mental Health

- Mental health issues are not always visible.
- Sometimes can appear similar to drug & alcohol abuse.
- But sometimes drugs and alcohol is involved.
- May not recognize and understand their behavior.
- Focus on modifying the behavior.

E for Ensure Safety

- Respect personal space.
- Have someone else close by (but not too close).
- Ask the person to another space to discuss the issue.
- Stay safe, stay in sight of coworkers & other customers

F for Form Relationships

- Introduce yourself by first name.
- Ask the person what they like to be called.
- Use attentive listening.
- Clarify with simple and short questions.
- “How can I help you?” or “How can we fix this?”

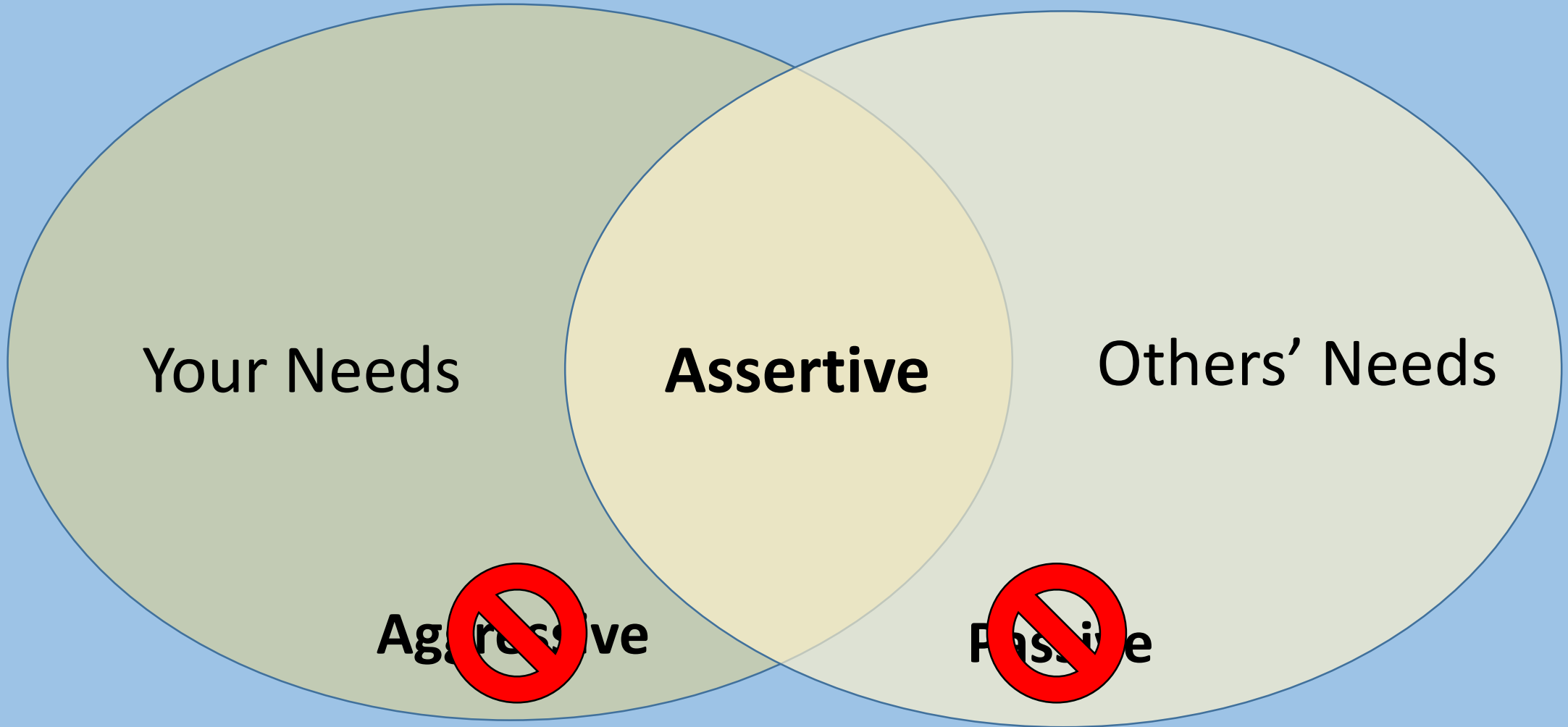
U for Utilize Interests

- Identify the person's wants and feelings.
- Don't argue!
- Ask for specific answers.
- Emphasize that you are there to help.
- Be proactive in response.
- Express your own feelings constructively.

S for Set Limits & Boundaries

- Speak politely and matter-of-factly about possible consequences.
- Make their behavior their decision.
- Offer them small choices when possible.
- Don't make promises you can't keep!
- Understand your own boundaries too.

Assertive vs. Aggressive



The 3 Step Model of Assertiveness

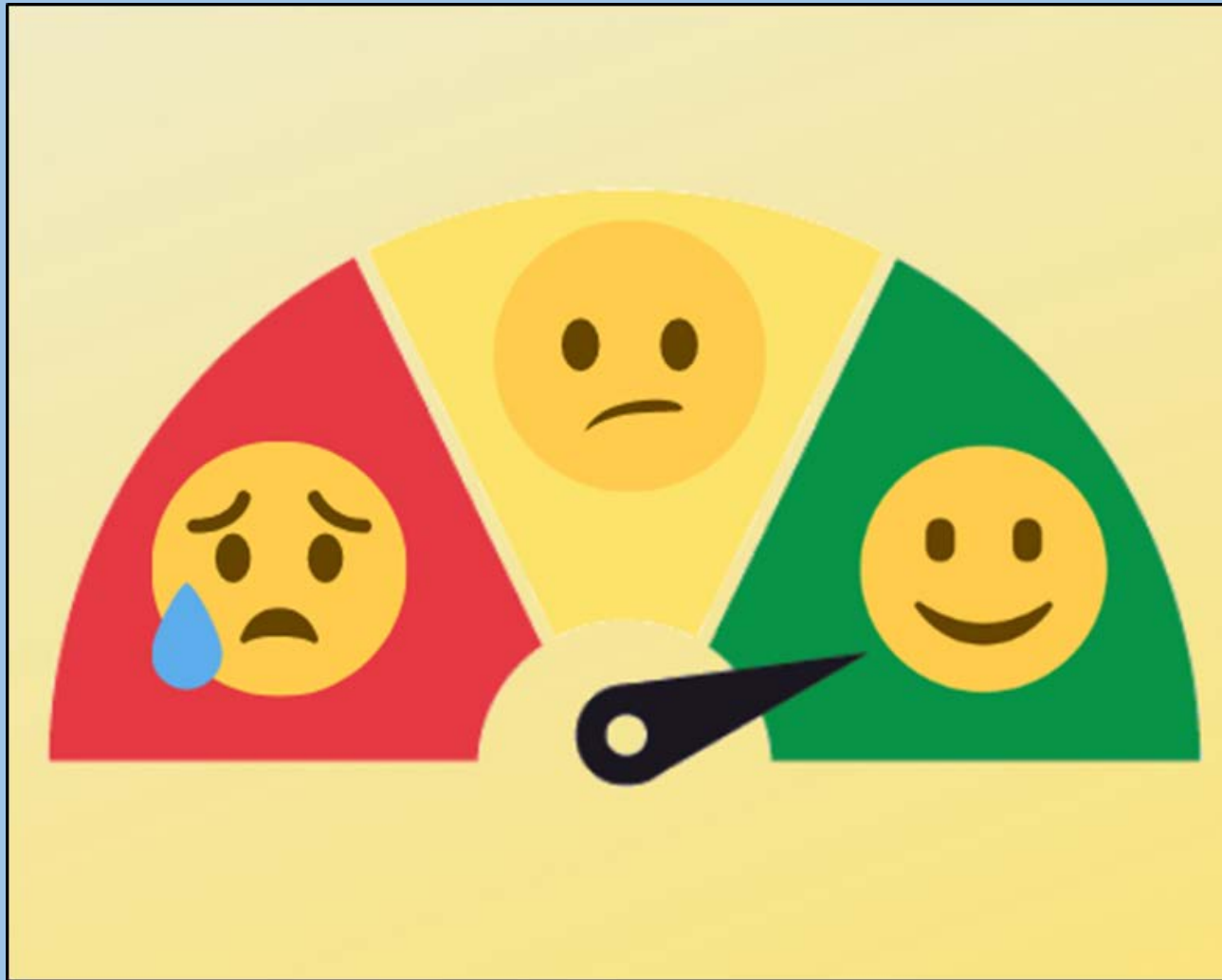
- Name it: the behavior.
- Frame it: set the boundaries.
- Change it: enforce the boundaries.

3 Step Model Example

- “Sir, we ask that you wear a mask to protect yourself, the other customers, and the staff.”
- “Sir, if you continue refuse to wear a mask, I will be unable to help you and you will have to return at a later time.”
- “Sir, if you refuse to wear a mask or to leave, I will have to ask security to remove you from the building.”

E for Enforce and Evaluate

- You don't have to be a passive victim.
- It's okay to have the person removed.
- It's okay to call law enforcement.
- **If aggression escalates into violence, escape first!**
- Only defend if absolutely necessary.



Group Discussion

SELF-CARE IDEAS



Bake your favorite treat!



Have a laugh!



Learn something new!



Color!



Play a board game with a friend!



Listen to music or your favorite podcast!



Travel & explore new places!



Treat yourself!



Love on an animal!



Get some rest!



Celebrate the small wins!



Exercise!



Sit in nature!



Stay Hydrated!



Plant a garden!



Disconnect from the internet!



Strike a yoga pose!



Journal!



Read a book!

Summary

- The four types of awareness.
- Role of interpersonal communication skills.
- The 3 C's of Non-verbal Communication.
- Q.T.I.P.
- D.E.F.U.S.E.
- 3 Step Model of Assertiveness.
- Take care of yourself!

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

-Maya Angelou