

# Avoiding Conflict Doesn't Make it Go Away, It Makes it Worse So Maybe It's Time for *Conflict Transformation*?

## How is Disagreement Between People Harming Your Business?

Conflict is disagreement between people. This expressed struggle between at least two people who perceive incompatible goals, scarce resources, and interference from others creates obstacles to achieving their goals. While conflict naturally occurs due to our interaction with others and as a result of our human subjectivity, what is important is how we deal with the conflict that arises, especially when it's affecting your business.

### Conflict is Normal, But Potentially Very Destructive

For most people and many in leadership positions, avoidance is the preferred method for dealing with conflict. This "head-in-the-sand" approach is an attempt to actively circumvent confronting the issue at hand. There are other approaches to handling conflict, including Conflict Management, Conflict Resolution and Conflict Transformation.

Conflict Management has to do with the way people handle, or manage wrongs done to them. This is a process that's undertaken for an indefinite period of time and is concerned with limiting the conflict. Issue may not be resolved, but boundaries are determined and emotions are contained.

Conflict Resolution refers to resolving conflict in such a way that both parties are satisfied, encouraging them to move from a zero-sum to a win-win situation. It includes methods for improving the situation, or removing conflict altogether. This approach relies on an outside party to facilitate the negotiation, mediation and/or diplomacy process.

Conflict Transformation is a Projectivity Solutions, Inc. process that facilitates the change of positions and perceptions between the disagreeing parties while improving their communication. It is superior to the Management and Resolution approaches because it fundamentally deals with the root-cause reasons for the conflict, and ultimately transforms conflict peacefully.

### Why Conflict Transformation is the BEST Approach

The complexities of human conflict require more than just the reframing of positions or the identification of win-win outcomes. The very structure, longevity, and nature of relationships may carry embedded conflict which extend beyond the immediate issues. Conflict Transformation is a process of engaging with, and transforming, the relationships, interests, mindsets and other systemic components that support the continuation of disharmony.

Conflict Transformation seeks to exceed the goals of Conflict Management and Conflict Resolution by moving beyond the problems and toward a healthy development of relationships between individuals, teams, and organizations.

### Conflict Transformation:

- Goes beyond individual occurrences and focuses on patterns of conflict that occur in relationships.
- Encourages us to view conflict as an opportunity for growth and learning about ourselves and others. It helps keep us aware of our and other's needs.
- Seeks to take the negative energy of conflict and transforms it from being destructive to being constructive - a processes that can address surface issues and underlying relationship patterns.
- Seeks to deal with the two complex issues of hatred and compassion. The causes behind hatred must be addressed and people need to be treated with respect and have a voice in the decisions that affect their lives. The focus is on increasing relationship understanding, maintaining equality, and respect.
- Focuses on relationships as the key to moving from resolution to transformation, which provides longer term, positive sustainability in the relationship.

