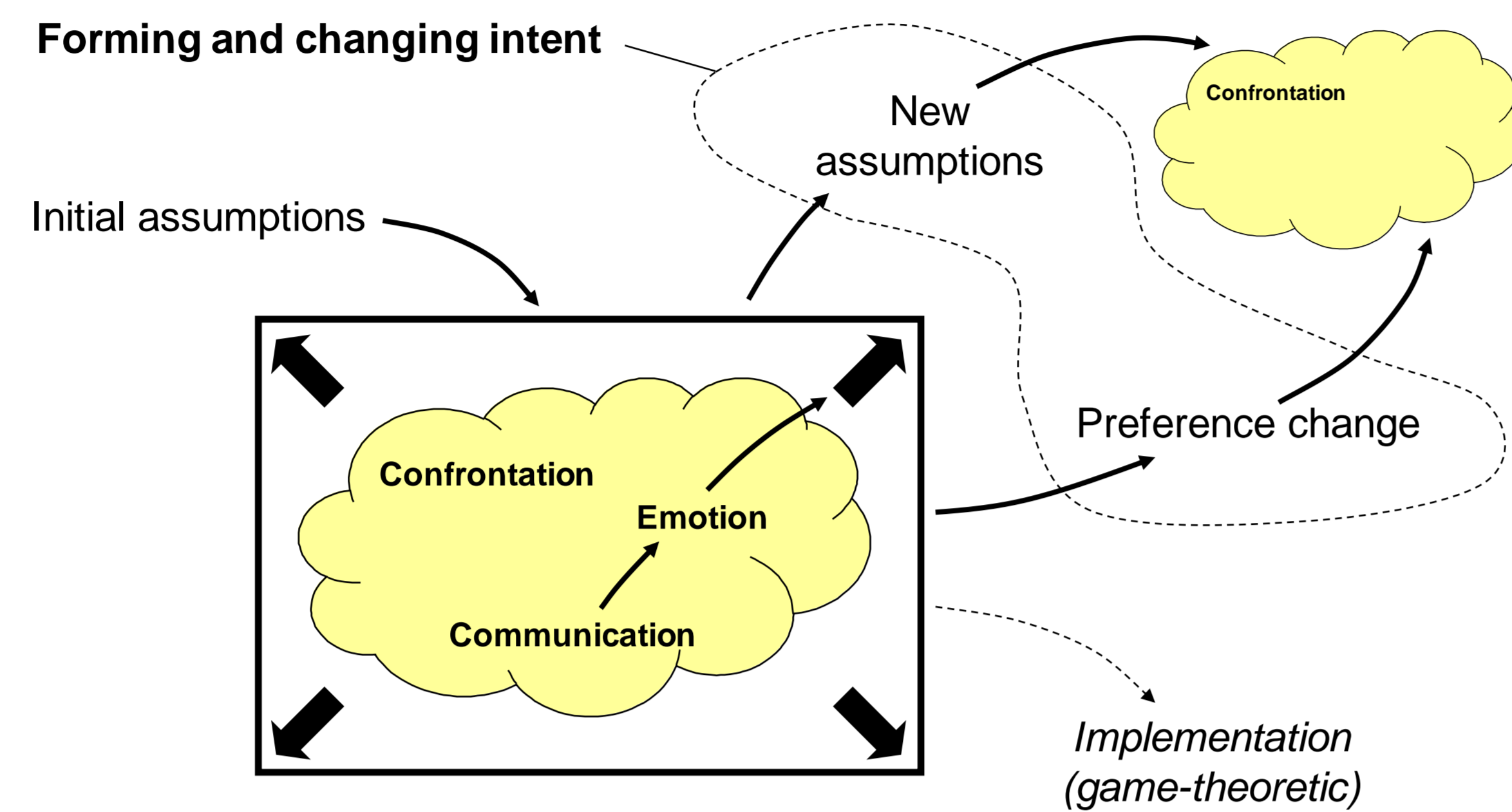
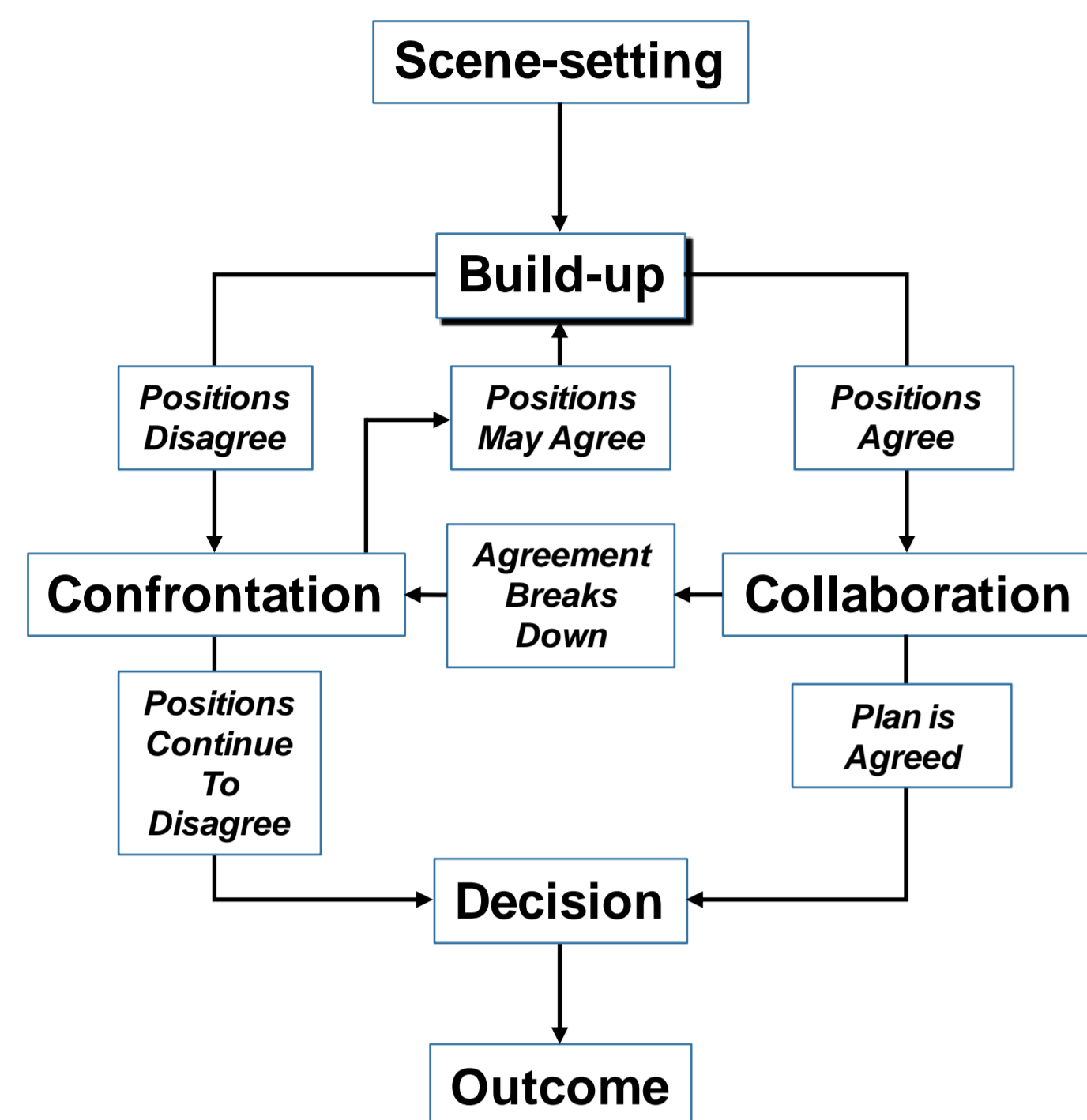


Confrontation Management – the science of persuasion

Confrontation Management helps leaders achieve their objectives in situations where meeting those objectives requires the cooperation of potentially unwilling parties

1



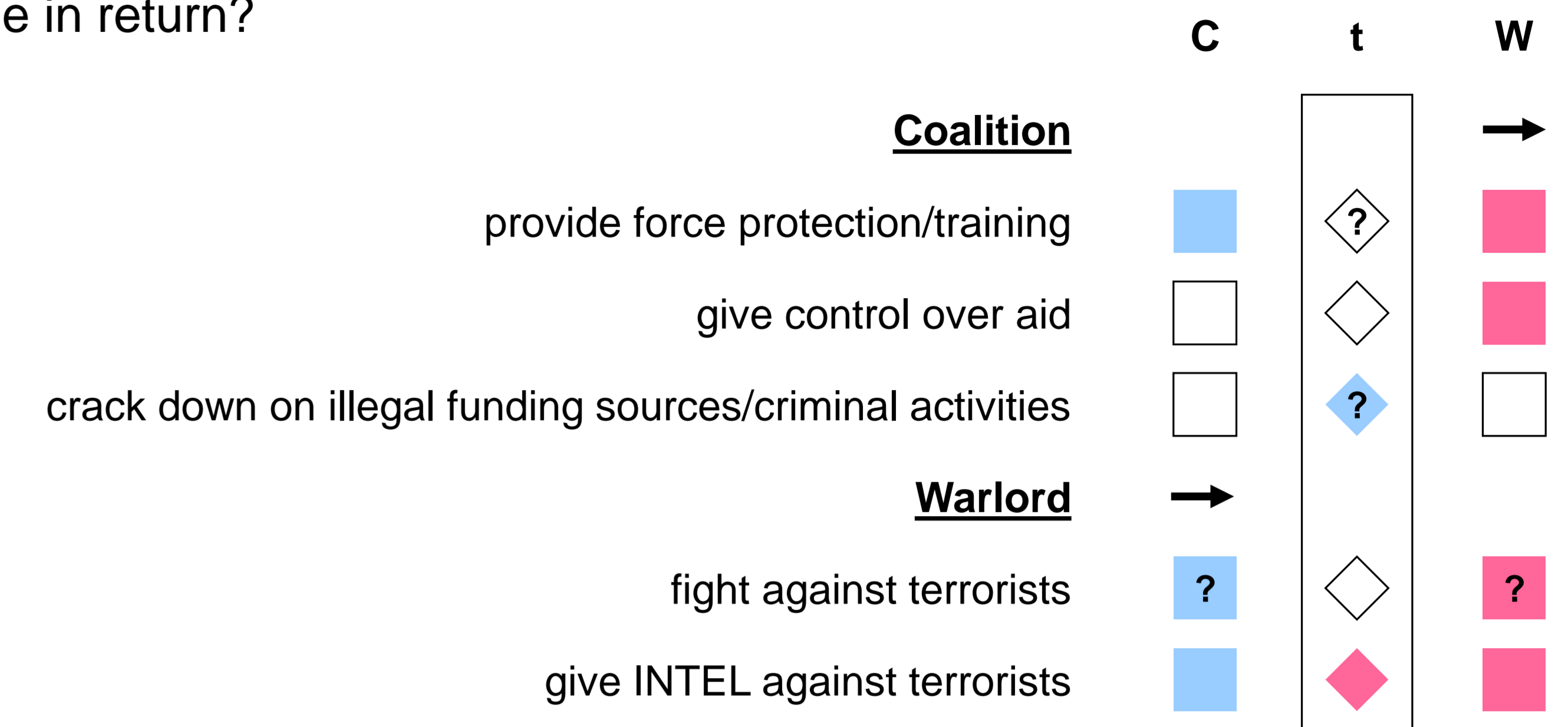
Define the current situation

2

What do I want from others?
What do others want from me in return?

Identify:

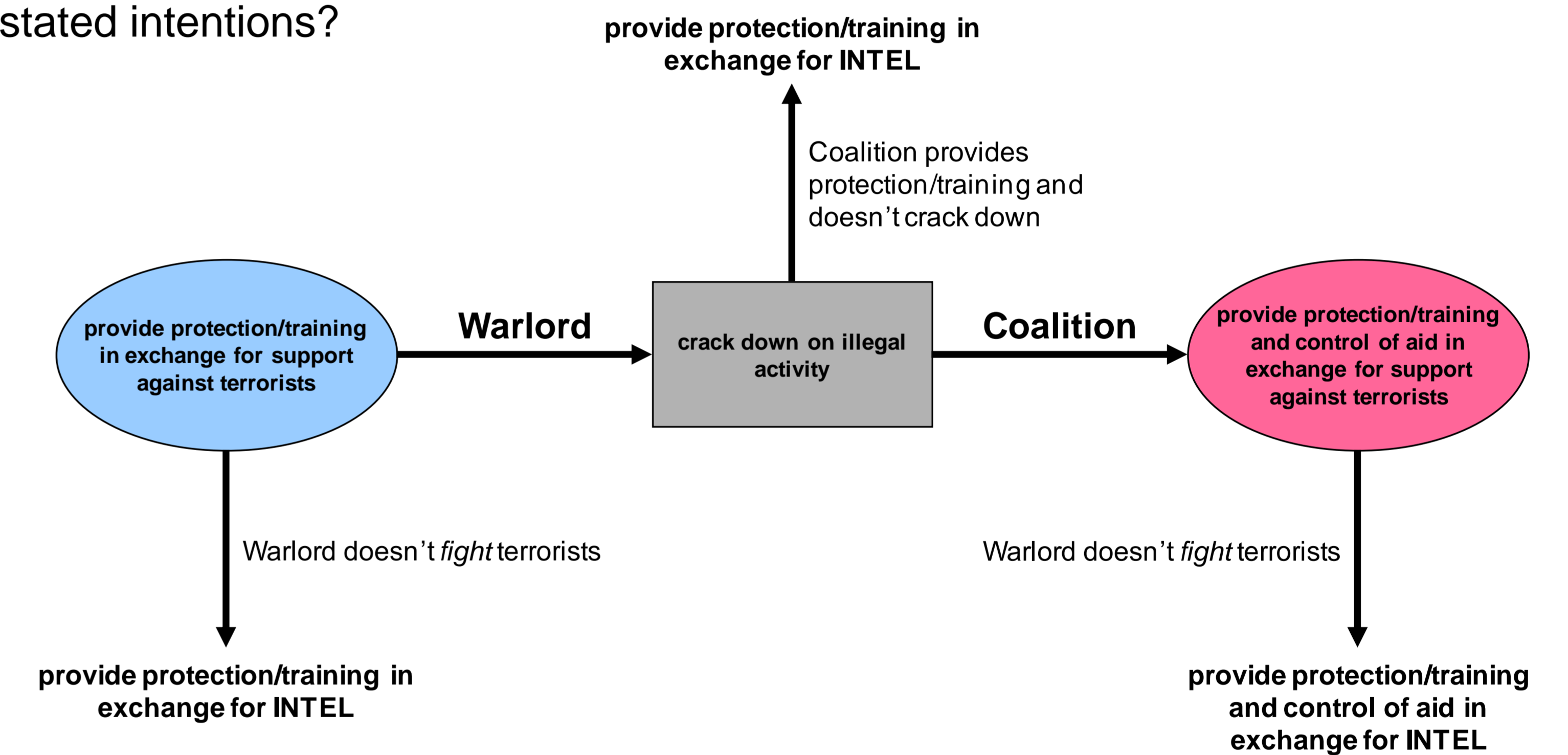
- Parties
- Options
- Positions
- Stated intentions



Specify doubts and preferences

3

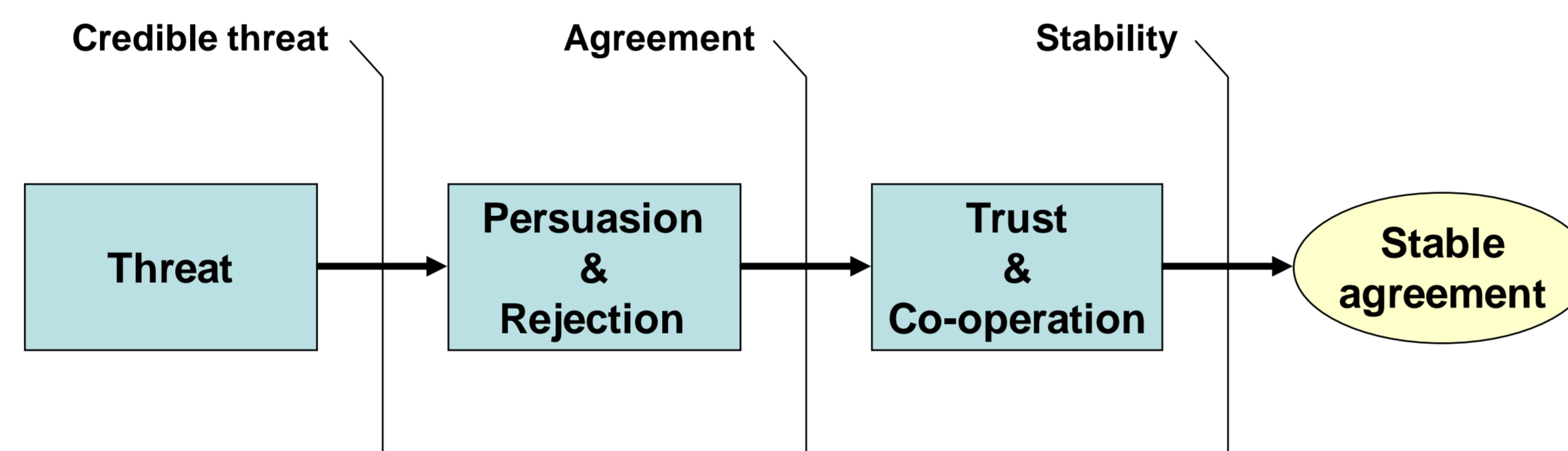
Can I trust others?
Do others trust me?
Do the parties prefer others' positions to the stated intentions?



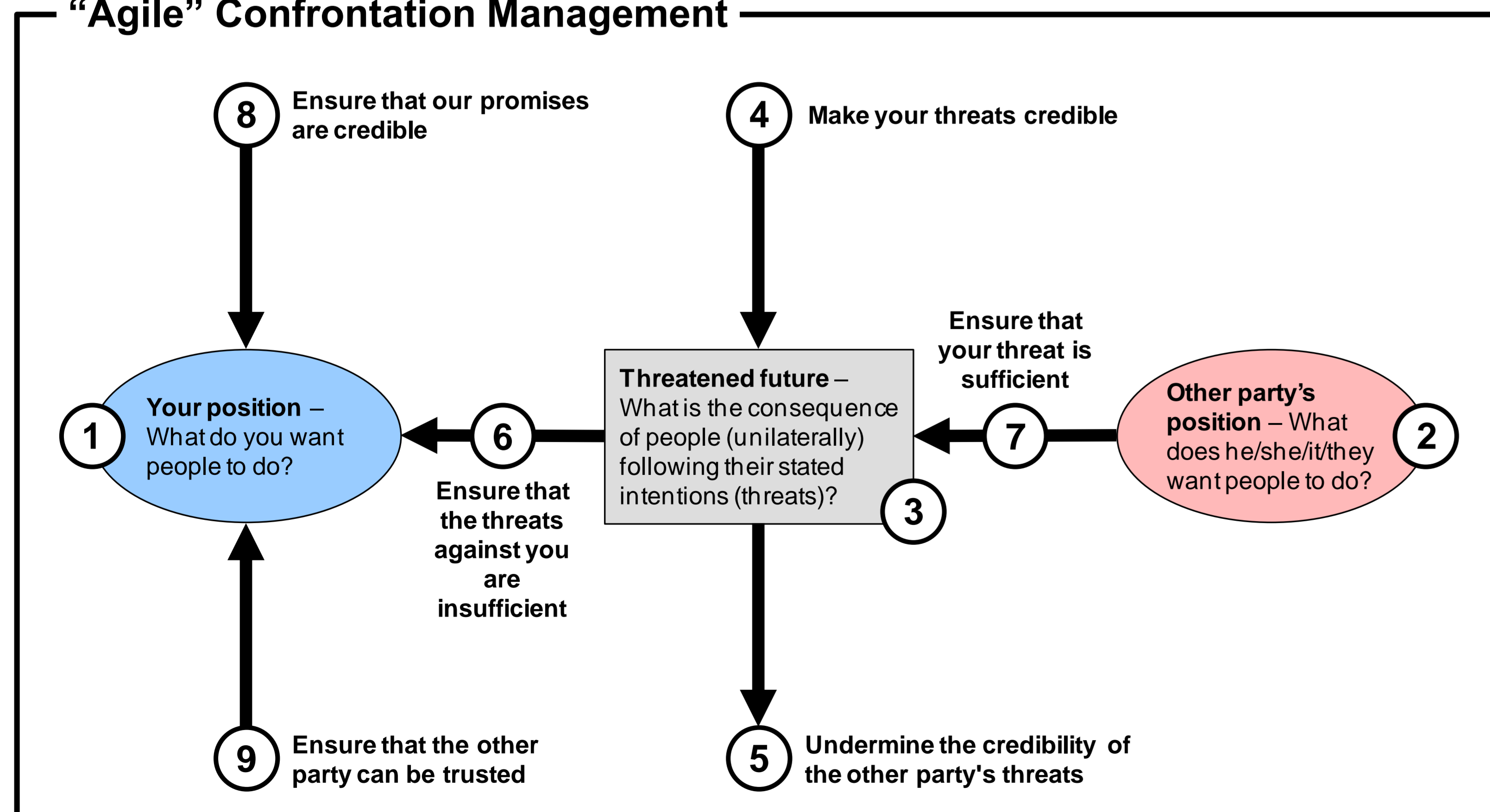
Calculate dilemmas

4

Threat – is my threat credible?
Persuasion – is my threat sufficient?
Rejection – are others' threats insufficient?
Cooperation – are my promises credible?
Trust – are others' promises credible?



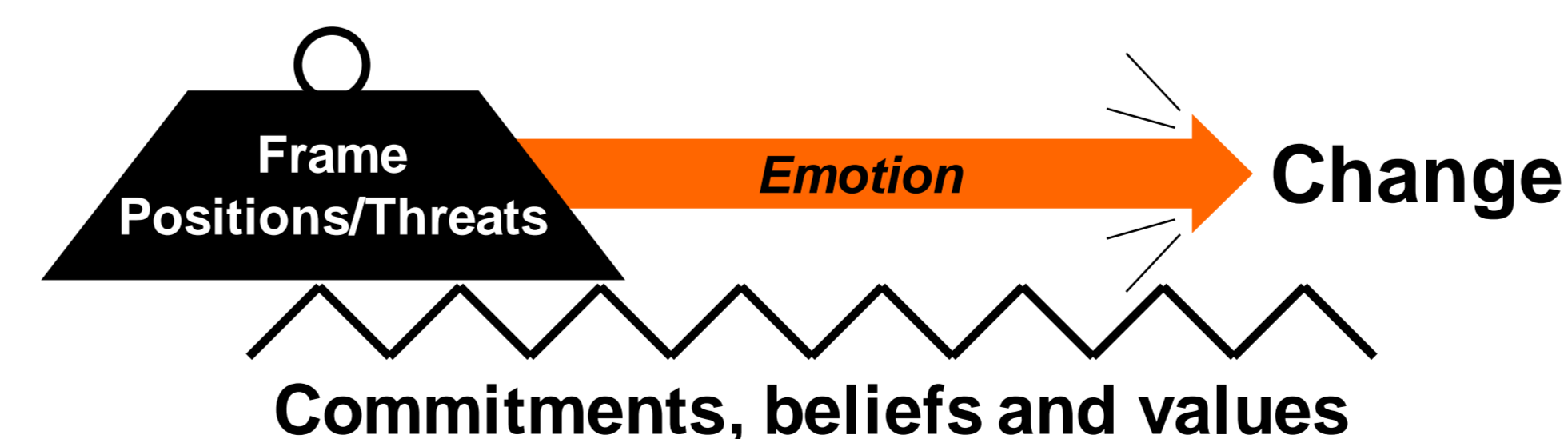
"Agile" Confrontation Management



- Rationale
- Evidence
- Comprehensible
- Emotional tone
- Coordination

5

Design messages to eliminate dilemmas



Implement the plan

6

	Agreement	No agreement
Successful implementation	Resolution	Conflict
Failed implementation	Defective resolution	"Flunked" conflict