

Tackling Tricky Conversations in the Age of Information

Ama Agyapong | Wednesday, March 18 | Noon ET / 9 AM PT | www.3cma.org

KEY FRAMEWORKS & TOOLS

THE CARE MODEL — When Conversations Go Sideways

C CLARIFY	Remember your 'why.' What outcome do you want?
A ALIGN	Pause and breathe. Check your tone and body language.
R REFLECT	Ask: What's my part in this? What is the other person experiencing?
E ENGAGE	Move toward productive next steps — focus on progress, not winning.

THE SARA-D CYCLE — Emotional Responses to Feedback

Shock	Anger	Resistance	Acceptance	De-escalate
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Give space in Shock. Stay calm in Anger. Be patient through Resistance. Support action at Acceptance.

4 RESPONSE TYPES — Compassionate Approaches

The Yeller	"I want to continue, but I need us to keep it respectful so we can actually solve the issue."
The Defender	"Blame keeps us stuck. Let's focus on what we can adjust moving forward."
The Crier	"I see you're experiencing a lot right now. How do you suggest we continue?"
The Withdrawer	"I'm noticing you've gone quiet. What's coming up for you right now?"

WANT TO PURCHASE THE CLASSY CLAPBACK CARDS?



LEARNING OBJECTIVES

- Understand the psychological factors behind emotional responses to feedback
- Develop strategies to manage and de-escalate emotional reactions
- Learn techniques to maintain civility and foster productive conversations
- Enhance communication skills to promote understanding under pressure

BUILDING A FEEDBACK-DRIVEN CULTURE

- Create a psychologically safe environment — build trust and model consistency
- Set clear expectations and encourage two-way feedback
- Make feedback a regular part of daily and weekly routines
- Train and empower employees to give and receive feedback
- Recognize and reward feedback-driven behaviors
- Follow up on feedback given — close the loop
- Assess, measure, and continuously improve your feedback culture

ACTIVE LISTENING TIPS

- Set an intention to understand — not respond or fix
- Allow pauses and silence; resist the urge to jump in
- Acknowledge and reflect: "It sounds like you're feeling... Is that right?"
- Ask follow-up questions: "Can you say more about that?"
- Manage the urge to interrupt — breathe and stay present

KEY TAKEAWAY

"Education without action is entertainment."

— Ama Agyapong

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