
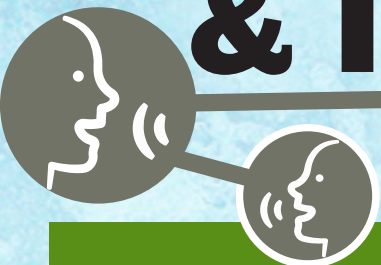


# BUILD CONNECTION & TRUST in Difficult Conversations



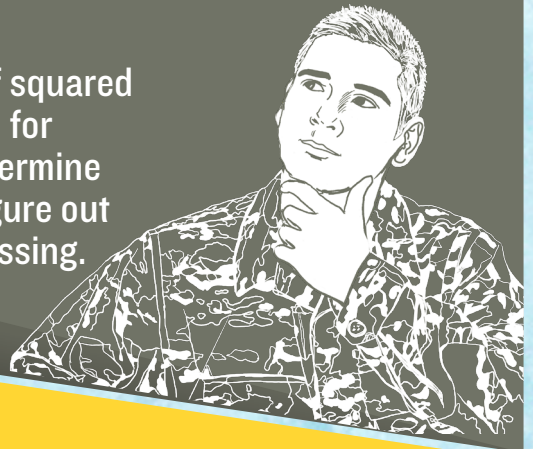
Difficult conversations don't have to start poorly, become tense, and lead to negative outcomes. Effective communication is key to building trust and connection, especially when emotions run high.

## Tackle Difficult Conversations With These Strategies.

### START WITH YOU

01

Pump the brakes and get yourself squared away first. Clarify your motivation for engaging in the conversation, determine what you'd like to achieve, and figure out what information you might be missing.



### MAKE IT SAFE

Be mindful of the environment you're creating so everyone feels comfortable engaging in the discussion. Increasing your awareness of whether you are withdrawing from or dominating the conversation can help you keep it on track.

02

### SEEK TO UNDERSTAND

03

When emotions run high we can fall into having a monologue instead of a dialogue. Ask WHAT and HOW questions instead of WHY questions to understand the person's perspective.



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