



## Ten tips to keep calm and reduce the intensity of a conflict

- 1. You cannot control another person's behavior; you can only control how you respond.**
- 2. Keep your tone and body language neutral.**
- 3. Avoid over-reacting.**
- 4. Move to a private area.**
- 5. Be empathetic and non-judgmental.**  
*"I understand you are frustrated. I know a lot of our customers feel the same way."*
- 6. Set boundaries.**  
*"It's important for you to stop yelling in order for us to talk."  
"In order to enter, you need to wear a facial covering."*
- 7. Use the "Yes, And" stance.**  
*"I know it's confusing when rules change, and it's not okay to yell at staff."  
"I understand you don't want to wear a face covering, and it's a requirement for everyone."*
- 8. Ignore challenging questions.**  
Customer: *"Why is everyone freaking out about this virus anyway?"*  
You: *Silence. Then reiterate the protocol.*
- 9. Allow time for decisions.**  
*"If you need a few minutes to decide whether or not you'd like to put on a facial covering and come in, please feel free to use the benches over there."*
- 10. Practice, practice, practice!**  
When you anticipate points of conflict and practice strategies for managing them, you're much more likely to influence behavior in a positive way.