



REFRAMING

An example of the REFRAMING Technique in Conversational Intelligence®

Reframing is where we take a statement given from the other party...and use it to find common ground with them.

Reframing helps catalyze trust and transparency.

Here's an example between Jen and John.

JEN tells JOHN: *"We don't see things the same way...so I don't want to waste our time by this turning into a fight."*

JOHN Reframes by telling JEN: *"I understand your concern AND I just feel you and I are strong debaters who are both dedicated to seeing our team get the best results. So we should work through this to be on the same page, right?"*

[John waits for confirmation or response. There may be several more rounds of reframing before this happens. Eventually he gets a nod. It could also be a statement of "OK" or "I agree"]

The key is after the reframing there MUST be acceptance of that new meaning or framing from the other person or people involved.

Here the reframing was done around an IF-THEN type of approach.

Jen felt that IF there was a disagreement THEN it should be avoided.

Where John reframed it to IF we have a disagreement THEN we should work through it because our mutual dedication to the team's success is important and valuable.



REFOCUSING

An example of the REFOCUSING Technique in Conversational Intelligence®

Refocusing is a technique to use when one person in the conversation says something potentially inflammatory or even off the topic of conversation or engagement.

As an example, for the last week, Jen has regularly texted during the morning team meetings led by John.

JOHN tells JEN: *"You know I'm really annoyed about all of your texting during our morning meetings. It's happening on a regular basis - and it shows a lack of respect for me and others."*

Here's the re-focused response from JEN: *"First, I really want you to know how much I respect you. A lot of times I come into the day a bit stressed out and rushed, and you help me to get centered.*

You may not know that I've hired a Nanny to watch my son during the day. As a single Mom, I'm trying to balance out my work with caring for my first child."

[note how Jen didn't become defensive or angry in her response. Instead, she used refocusing to make her response about the genuine worry over her child.]

Here's JOHN'S response: *"I didn't know that. But I still need you to not text during meetings with the exception of getting a message that's an emergency. You're an important part of our team and I need to know I have your full attention.*

So if it's important and you feel it needs immediate attention, just step out to handle it. OK?"

And JEN responds with: *"Sounds good. I appreciate it."*

[note how JOHN'S tone shifted from accusatory to complimenting. He's also given Jen his trust in her texting needs. She's also committed to changing the behavior].

That's the power of JEN'S refocusing JOHN's initial statement and his frustration.



An example of the REDIRECTING Technique in Conversational Intelligence®

Redirecting is a trust-building tool that helps a person move from a place of being emotionally down to showing them how the event creates new opportunities.

It is far more powerful than either agreeing with their initial premise, or telling them that their premise is entire wrong. Here's a great example between Leslie and Tom, two peers.

LESLIE: *"Hey, I heard you didn't get the Director role...and I was just checking to see how you're feeling."*

TOM: *"I bombed the interview questions and Jim [their boss] brought up some issues. He just doesn't like me...so I knew I wasn't going to get it anyway."*

LESLIE: *"I'm glad that you shared that with me. Listen...that actually happened to me in a past interview with Jim. It happened before you started here."*

I was REALLY upset too. But you know what...he was right. So I went back to him a week later and told him he was right.

We talked some more and I started working on my issues. Then I got my current role six months later.

So I hear where you're coming from...and I'm just saying that you may need a little time to process this...then meet back with Jim. Because he's a quality guy and I know he would want to help."