



# CONFRONTATION — for — CONNECTION



Betsy Butterick, *The Coaches' Coach & Communication Specialist*

The biggest form of **adversity** facing any team is not an opponent, or an injury, or even a pandemic....

It is **the conversations** that they are - or are not - willing to have.



What comes to  
**MIND**  
when you hear...  
?

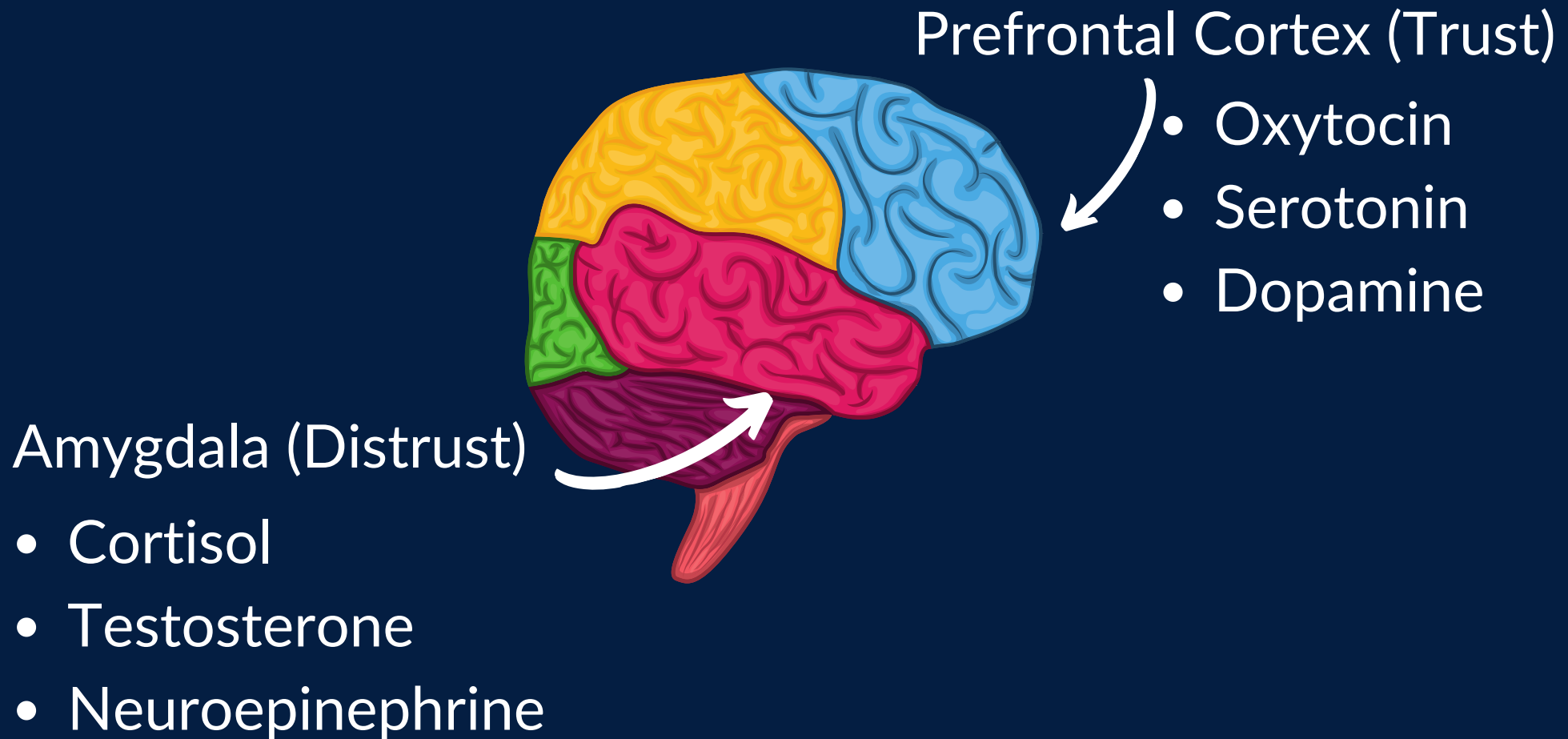


Your AD texts you at 9:50pm  
on a Tuesday night...



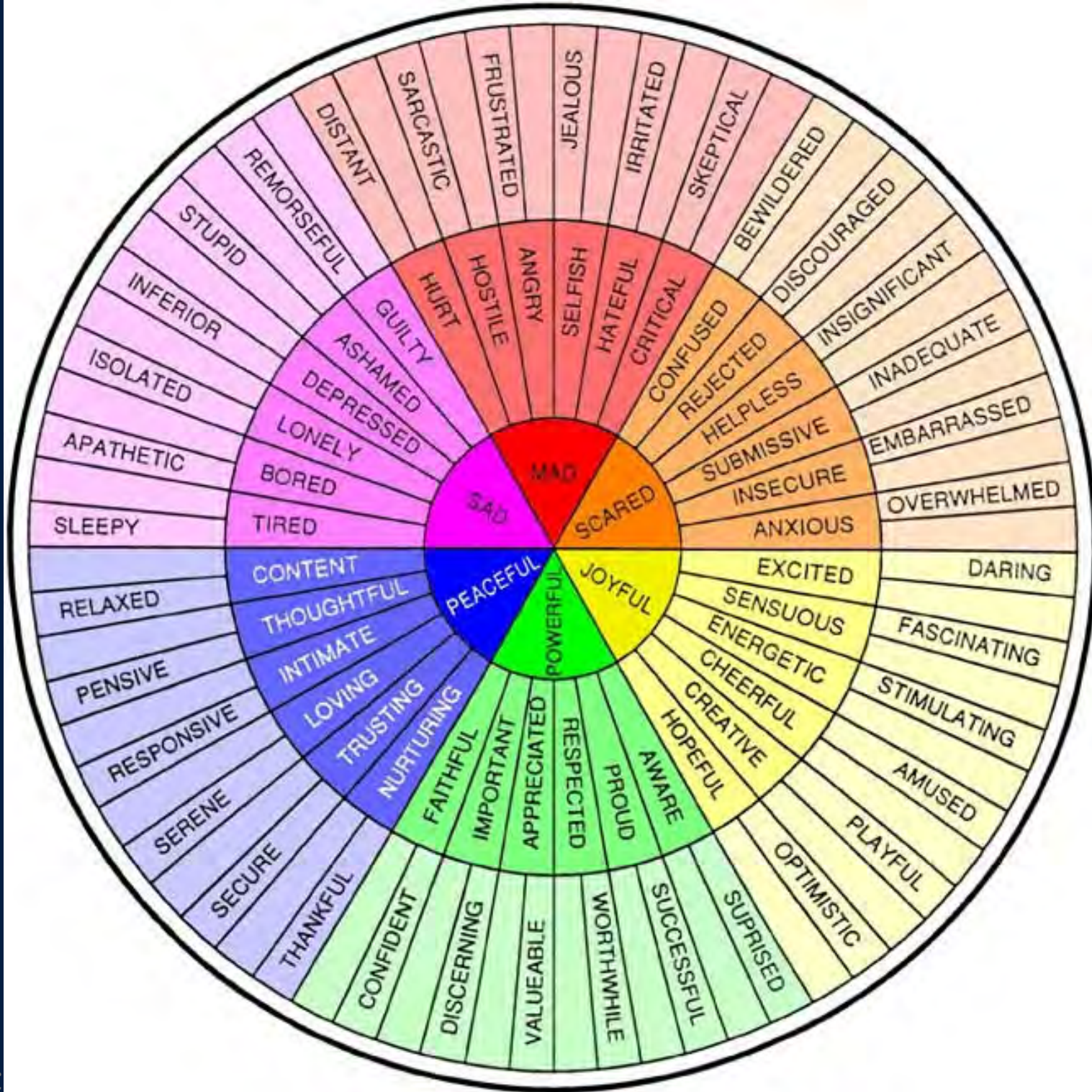


# neurochemistry of trust



# emotional vocabulary

labeling  
our  
emotions  
rewires  
our brain





CURRENT  
REALITY:

\_\_\_\_\_ people  
before speaking with the source

\_\_\_\_\_ % of associated words are negative

resistant

reluctant

existent

compliant

committed

compelled

[Conflict & Confrontation]





*current interpretation  
defining your future  
source conversations  
confrontational structure  
becoming a safety first responder  
B.E.T.T.E.R. skills for improvement*

# CONFRONTATION

for CONNECTION



# Delay in having Source Conversations







Teammates  
Roommates  
Parents  
Friends  
Support System...

Nothing changes until you  
speak with the source.









# Circle Down exercise

write it.

share it.

use it.

live it.

**1 change your perspective**

**2 take the emotion out**

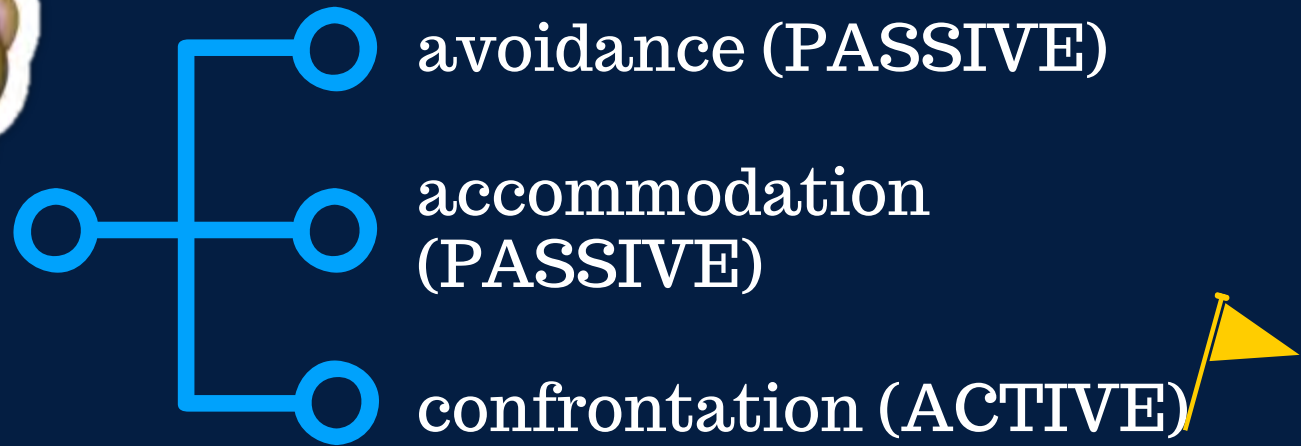
- Use "I" statements
- Stick to facts
- Criticize the issue or behavior (never the person)

**3 keep the humanity in**

- lead with a positive statement of intent
- hear them out (even if you don't agree)
- acknowledge effort or intention (even if they've failed)



# CONFLICT



- ▶ Your observation of the other person's behavior
- ▶ Your reaction to that behavior
- ▶ Your interpretation of what that behavior means
- ▶ Your desire to increase your understanding of the other person's behavior
- ▶ Your concerns about that behavior and it's possible consequences



can cause defensiveness, feelings of judgment  
sounds like accusation & closes down communication

**YOU**

"You need to \_\_\_\_\_"

assertive, singular, self-focused  
feelings/experiences/opinions/perspective

**I**

"I need you to \_\_\_\_\_"

implies collaboration and connectivity  
inclusive of the other

**WE**

"We need to \_\_\_\_\_"

FREE  
Hugs  
→





# The Fool's Choice



choose between  
\_\_\_\_\_ and \_\_\_\_\_



# Becoming a *Safety* First Responder

(*why EMT's don't run*)



when **SAFETY** is threatened,  
people typically resort to  
**SILENCE** or **VIOLENCE**

- avoiding
- withdrawing
- masking
- withholding



- yelling
- interrupting
- accusing
- blaming
- attacking
- name calling



# USE A CONTRASTING STATEMENT

## "Don't/Do" Statement

---

when miscommunication  
has occurred

or

for avoiding  
miscommunication  
from the start

- Addresses others' concerns that you don't respect them or that you have a malicious purpose ("don't")
- Confirms your respect and clarifies your purpose ("do")





## **BRING your body**

Whenever possible, have important conversations face-to-face. Greater than 55% of our communication is nonverbal (facial expressions, body posture, eye contact, etc) so in-person interaction is key.

## **EXPRESS your desire**

to understand. By asking someone to share more about their perspective, argument, or point of view you are intentionally creating space for them to feel heard and understood.



# **TONE of voice**

is crucial, especially during tense or emotional conversations. Use vocal inflection to emphasize important elements of the conversation and allow your tone to match the words you say.



# **TAKE responsibility**

for your contribution to a problem or issue. Own what is yours, and apologize if appropriate while also being specific. This is the perfect time to acknowledge how the other person is feeling as well.





## **ELIMINATE confusion**

Repeat back what you learned during the "express your desire to understand" stage. Check for clarity & restate your purpose for having the conversation. Work towards establishing a common ground/shared goal.

## **REQUEST for the future**

Ask the other person how you can best communicate with him/her in the future. Also ask for their participation in the kind of communication framework that works for both of you moving forward.



©BCC2018





WHEN IT COMES TO  
DIFFICULT CONVERSATIONS  
WE CAN ALL GET

**B.E.T.T.E.R.**

WWW.GETBYOURBETTER.COM

### **BRING** your body

**B**

Whenever possible, have important conversations face-to-face. Greater than 55% of our communication is nonverbal (facial expressions, body posture, eye contact, etc) so in-person interaction is key.

### **EXPRESS** your desire

to understand. By asking someone to share more about their perspective, argument, or point of view you are intentionally creating space for them to feel heard and understood.

**E**

**T**

### **TAKE** responsibility

for your contribution to a problem or issue. Own what is yours, and apologize if appropriate while also being specific. This is the perfect time to acknowledge how the other person is feeling as well.

### **TONE** of voice

is crucial, especially during tense or emotional conversations. Use vocal inflection to emphasize important elements of the conversation and allow your tone to match the words you say.

**T**

**E**

### **ELIMINATE** confusion

Repeat back what you learned during the 'express your desire to understand' stage. Check for clarity & restate your purpose for having the conversation. Work towards establishing a common ground/shared goal.

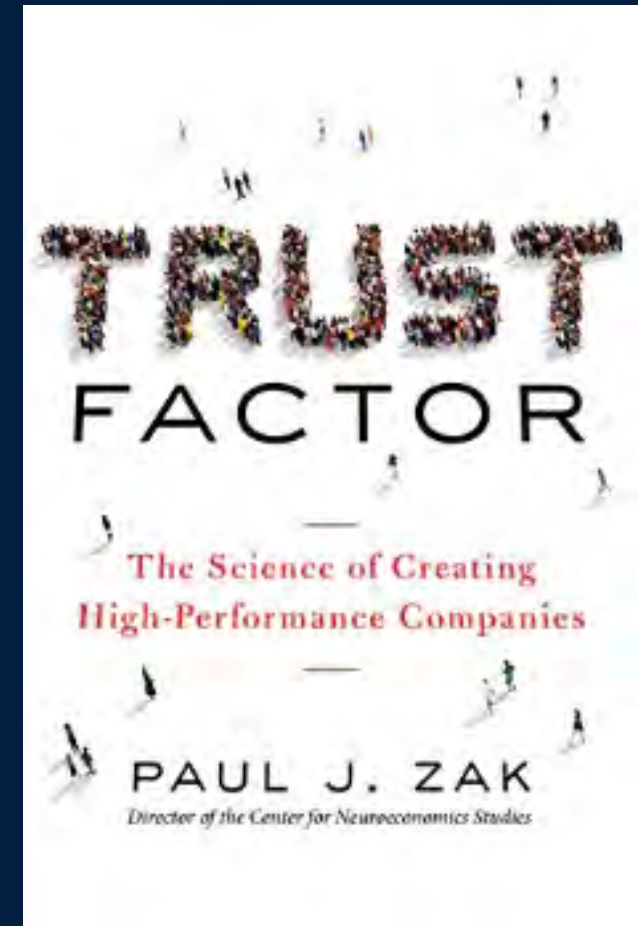
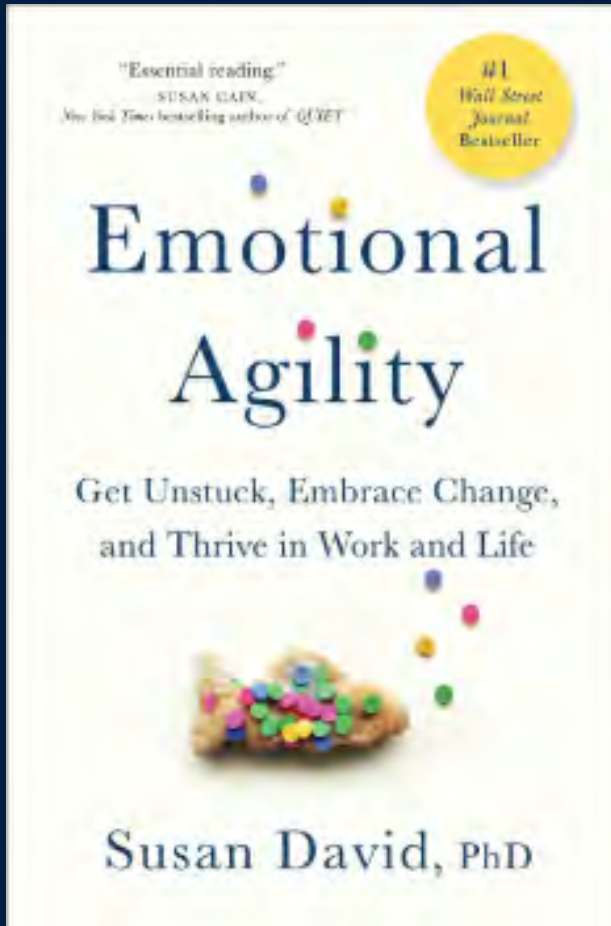
### **REQUEST** for the future

Ask the other person how you can best communicate with him/her in the future. Also ask for their participation in the kind of communication framework that works for both of you moving forward.

**R**

downloadable PDF of  
the **B.E.T.T.E.R.** tips at  
[bit.ly/BETTERskills](https://bit.ly/BETTERskills)

# optional workouts



How much does  
a glass of  
water weigh?



# MORE RESOURCES

---

**Active Communication  
Technique videos (30)**

[Subscribe on YouTube](#)

**Communication Articles**

[LinkedIn](#)

**Blog posts and additional  
*FREE* resources**

[betsybutterick.com](https://betsybutterick.com)

*Thank you!*



**@betsybutterick**



**@betsy\_thecoachescoach**



**bit.ly/NFHScomm**



**betsy@betsybutterick.com**



# What comes to mind when you hear the word "confrontation"?





# LEADERSHIP --- COMMUNICATION



Betsy Butterick, *The Coaches' Coach & Communication Specialist*

# LEADERS

---



- Identify the controllables

"That's Outside My Boat"

- Say "YES, and..."

Improv will save your life

- Say "and" instead of "but"

ACT 29: "but" vs. "and"



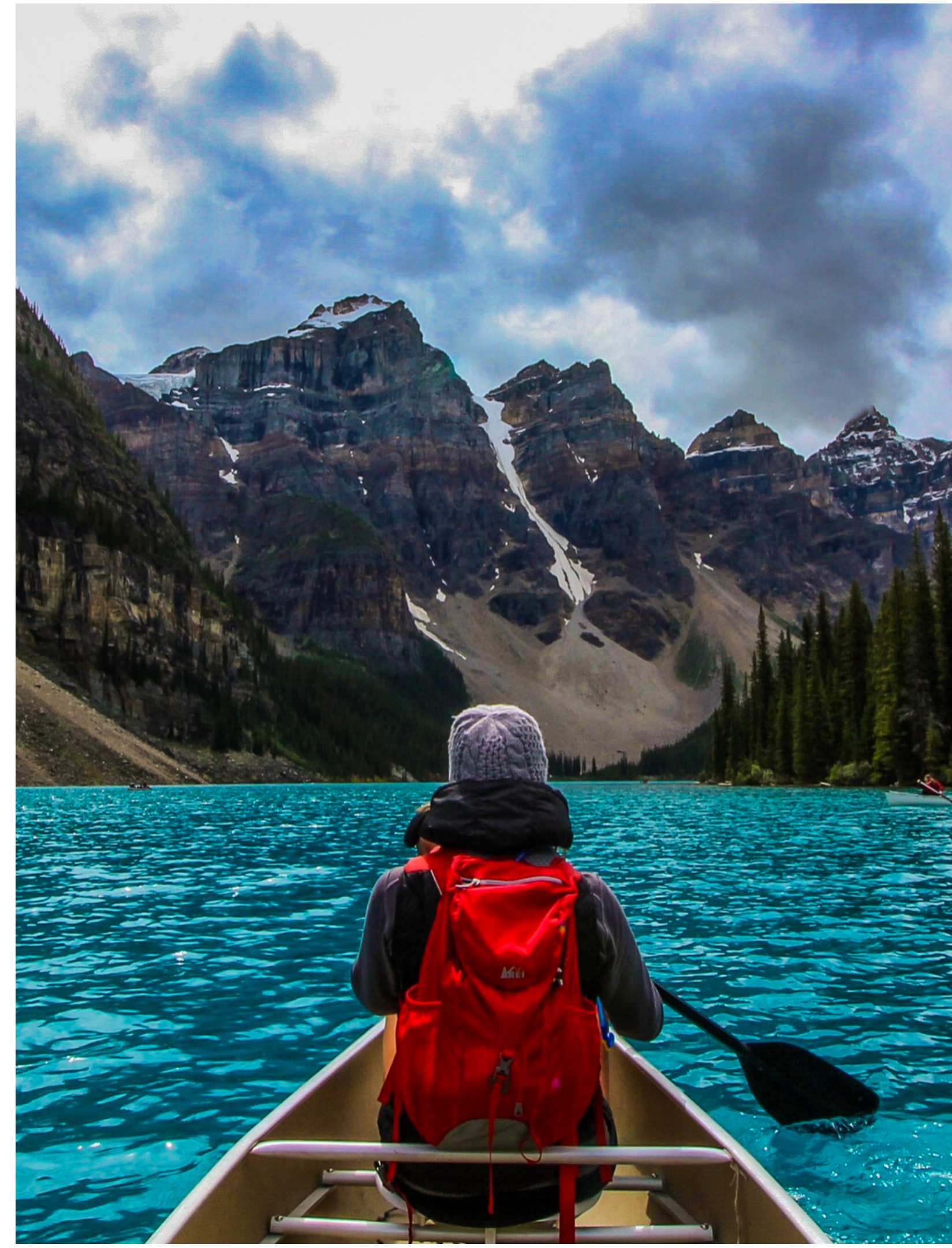
# what can I control?

- 
- 
- 
- 

---

# what can't I control?

- 
- 
- 
- 





# LEADERS

---



- Identify the controllables

"That's Outside My Boat"

- Say "YES, and..."

Improv will save your life

- Say "and" instead of "but"

ACT 29: "but" vs. "and"

# LEADERS

---



- **Get out of their own way**

"The Story of the Sea Captain"

- **Maintain perspective**

"What else could it be?"

- **Own their mistakes**

ACT 13: "The Power of Mistakes"

# LEADERS

---



- Find the good

"This is Good"

- Respond with curiosity

"What can I learn? How can I help?"

- Know the value of failure

ACT 28: "Failure Won't L.A.S.T."

# LEADERS

---



- **Prioritize self-care**

"What does that look like?"

- **Make good choices**

Choices, Decisions, Consequences

- **Set expectations**

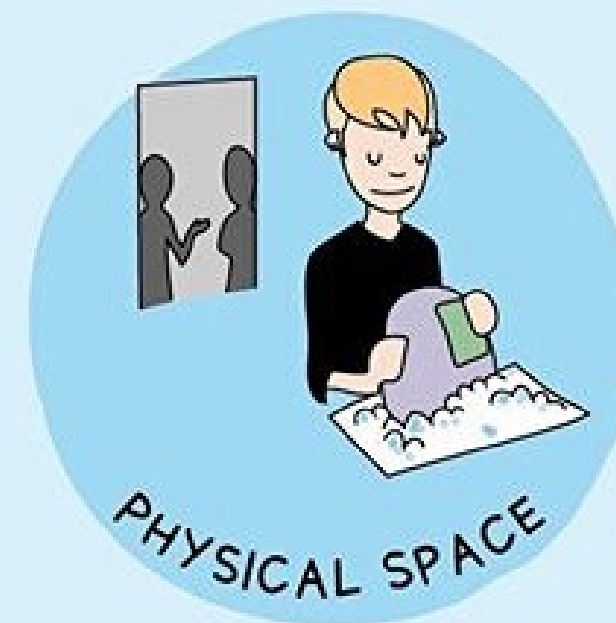
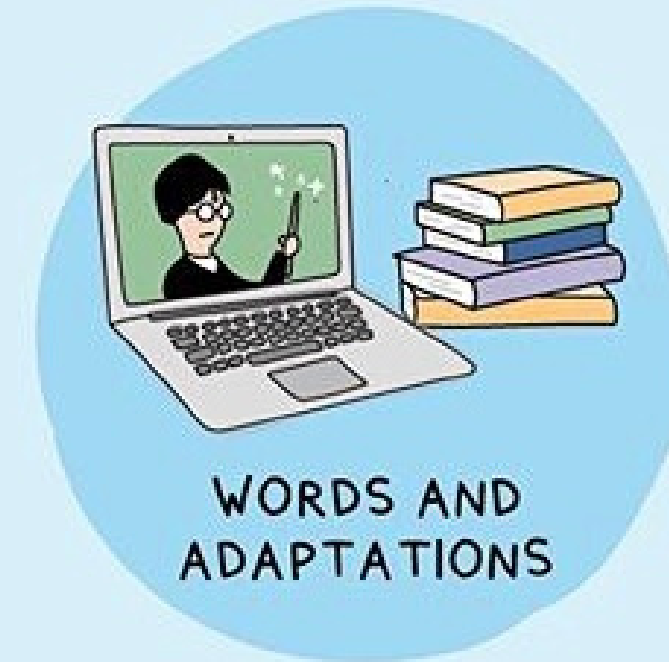
*You can't expect what you don't express*



# What does "support" look like?

- for you
- for your family
- for your friends
- for your team

## LOVE LANGUAGES FOR INTROVERTS



# LEADERS

---



- **Prioritize self-care**

"What does that look like?"

- **Make good choices**

Choices, Decisions, Consequences

- **Set expectations**

*You can't expect what you don't express*



*doing things differently  
double click on dopamine  
choosing your words  
listening to understand  
reducing weak language  
rephrasing in the positive  
framing your ask*

# LEADERSHIP COMMUNICATION

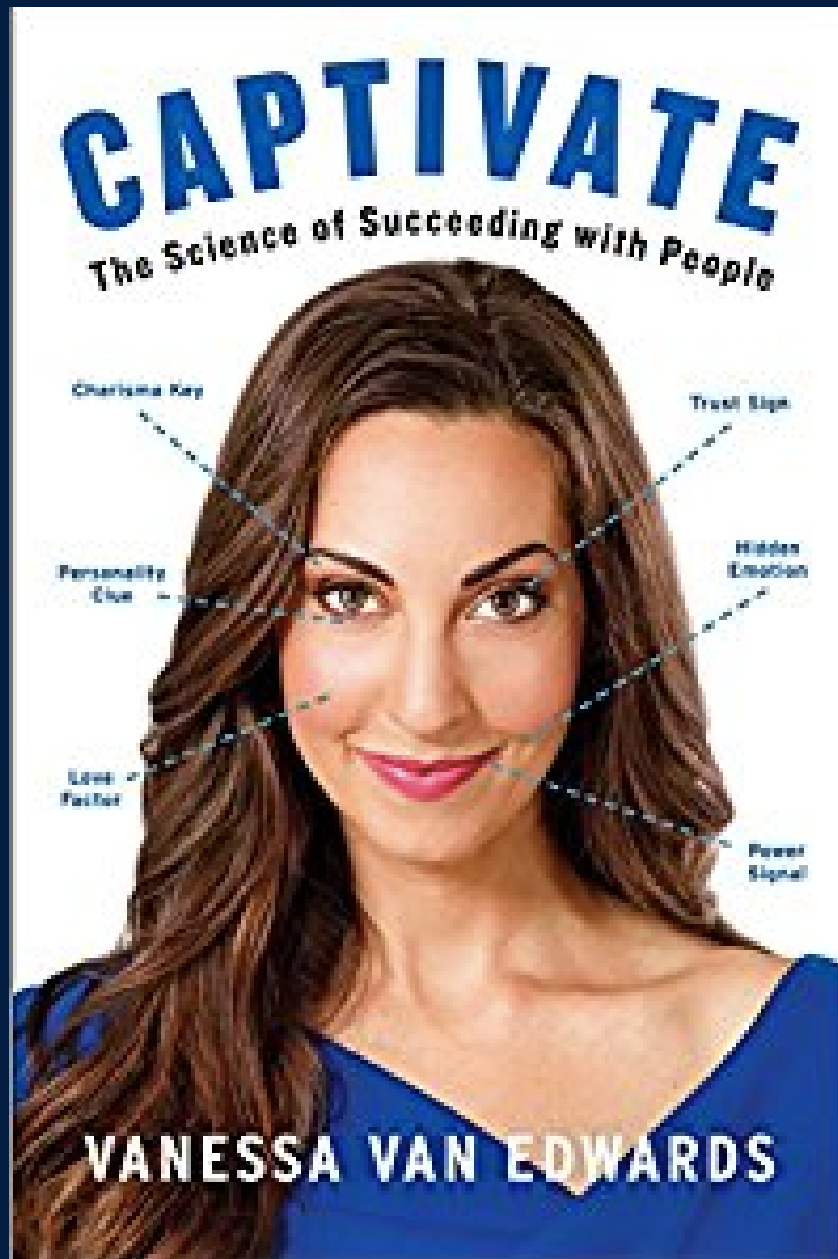
*going from good to great*

HELLO

my name is

*Betsy*





dopamine  
inducing  
conversation  
starters



"You know what, [name], that's a good question."

"No way! [Name], that's awesome!!"

"[Name], could you please\_\_\_\_\_?"

"Thank you, [name]."



CHAMPIONSHIP  
*Barrier #6*  
COMMUNICATION

# WORD CHOICE

*defined as*

the words you select to  
convey your message

*3 Gates*



Before you speak let your words  
pass through **three** gates.



At the first gate, ask yourself,  
**"Is it true?"**

At the second ask yourself,  
**"Is it necessary?"**

At the third gate ask yourself,  
**"Is it kind?"**



**"The biggest  
communication  
problem is we do not  
listen to understand.**

**We listen to reply."**

# Listening to Understand

---

- conversational turns
- you can have the last word
- ACT 26: "Great Listeners Ask This Question"

# *Creating Space for Dialogue*





# The Grocery Bag Epiphany



**(just because you can, doesn't mean you should)**



# Locker Room Conversations:

---

Communication Skills  
Every Leader  
Should Have



# LEADERS...

don't "should" on themselves

---

## 5 things you can say in place of "I should":

- "I'm considering..."
- "I'd like to..."
- "I want to..."
- "I'm going to..."
- "I can..."

P.S. Leaders also avoid  
"shoulding" on others



*just*



*basically*

*um*



*sorry*

*uh*



*kinda*



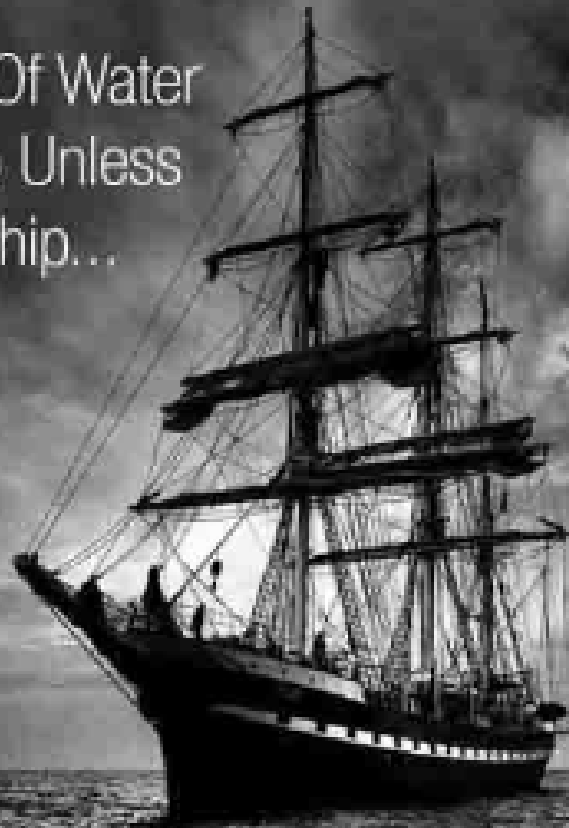
*like*

**DO NOT  
READ  
THE NEXT  
SENTENCE**

**You little rebel. I like you.**

“

An Entire Sea Of Water  
Can't Sink A Ship Unless  
It Gets Inside The Ship...



Similarly, The Negativity  
Of The World Can't Put  
You Down Unless  
You Allow It To  
Get Inside Your Head.

”

Positive work environments outperform negative environments

Positive leaders make better decisions under pressure

Positive emotions (such as gratitude & appreciation)  
help athletes perform better

# Rephrase in the Positive

"Don't stop playing"

"Keep playing"

"Don't pass across your body"

"Pass with your outside hand"

"Don't let her drive middle"

"Keep her out of the paint"

"Don't turn it over"

"Maintain possession,  
be strong with the ball"

Tell people what you want them to do, instead of what you don't want them to do. Put the **focus** on the **desired action** to **increase** the likelihood of **positive outcome**.





*Framing  
your  
ask*

# a **short** story about leadership





Seen



Valued



Appreciated

# MORE RESOURCES

---

**Active Communication  
Technique videos (30)**

[Subscribe on YouTube](#)

**Communication Articles**

[LinkedIn](#)

**Blog posts and additional  
*FREE* resources**

[betsybutterick.com](https://betsybutterick.com)

*Thank you!*



**@betsybutterick**



**@betsy\_thecoachescoach**



**bit.ly/NFHScomm**



**betsy@betsybutterick.com**