



## AVOIDING CONFLICT

Some people pretend that conflict doesn't exist in their organisation...

For the rest of us, it's obvious that conflict is normal - it permeates our work and personal lives every day. What is not so obvious is the high cost of workplace conflict, particularly conflict that is hidden or unacknowledged.

***Avoidance takes many forms.***

***A common theme is one that starts with politeness, or indications of intent to respond timeously and appropriately. If that is not genuine, then avoidance is happening. It continues in the hope that the matter will go away. It festers, with commensurate consequences that are apparent or covert.***

Cultural norms in organisations are often about avoiding conflict. Even in crisis, conflict and Alternate Dispute Resolution are skirted in the blind hope that if issues remain unacknowledged, they will magically resolve themselves.

Disregarding the impact of mismanaged or unmanaged conflict is clearly poor business practice.

Conflict brings about change one way

or another. It can potentially be very destructive; but good Conflict Management inspires an organisation to harness its energy for creativity and transformation towards substantial and lasting results.