



WHILE YOU WAIT

Help us name our adorable little elephant friend!

Write down a name idea and drop it in the bucket up front! We will pick a name before we begin our presentation.





DIFFICULT CONVERSATIONS:

GETTING COMFORTABLE WITH THE ELEPHANT IN THE ROOM



KELCIE MCBRIDE

- In FA a little over 5 years
- Various roles in higher education since Sophomore year in college
- Communication Studies nerd



MARGARITA GURROLA

- 15 years in the FA world
- The only one of 10 siblings to obtain a Bachelor's Degree
- Enjoys traveling

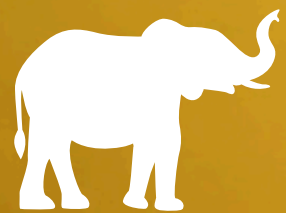


**WELL, THEY ASKED FOR
A “WISE FA GURU,” BUT
YOU GOT STUCK WITH
ME INSTEAD** Margarita is the wise one!

You are probably wondering what someone with less years in FA can possibly teach you. You might even be thinking about switching sessions...

One of my first experiences as a Resident Assistant in College was...

...and the follow up was...





TYPES OF DIFFICULT CONVERSATIONS

We will provide tips, but these tips work for all types of situations!

This isn't "new" information, but the compilation of it is unique and the examples are incredibly helpful.

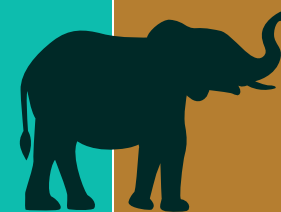
→ **Delivering Bad News**

→ **Dealing with Difficult People**

→ **Dealing with Difficult Topics**



KARYN PURVIS



CHRIS VOSS



The IDEAL Response for Parents

EMPOWERED
TO CONNECT

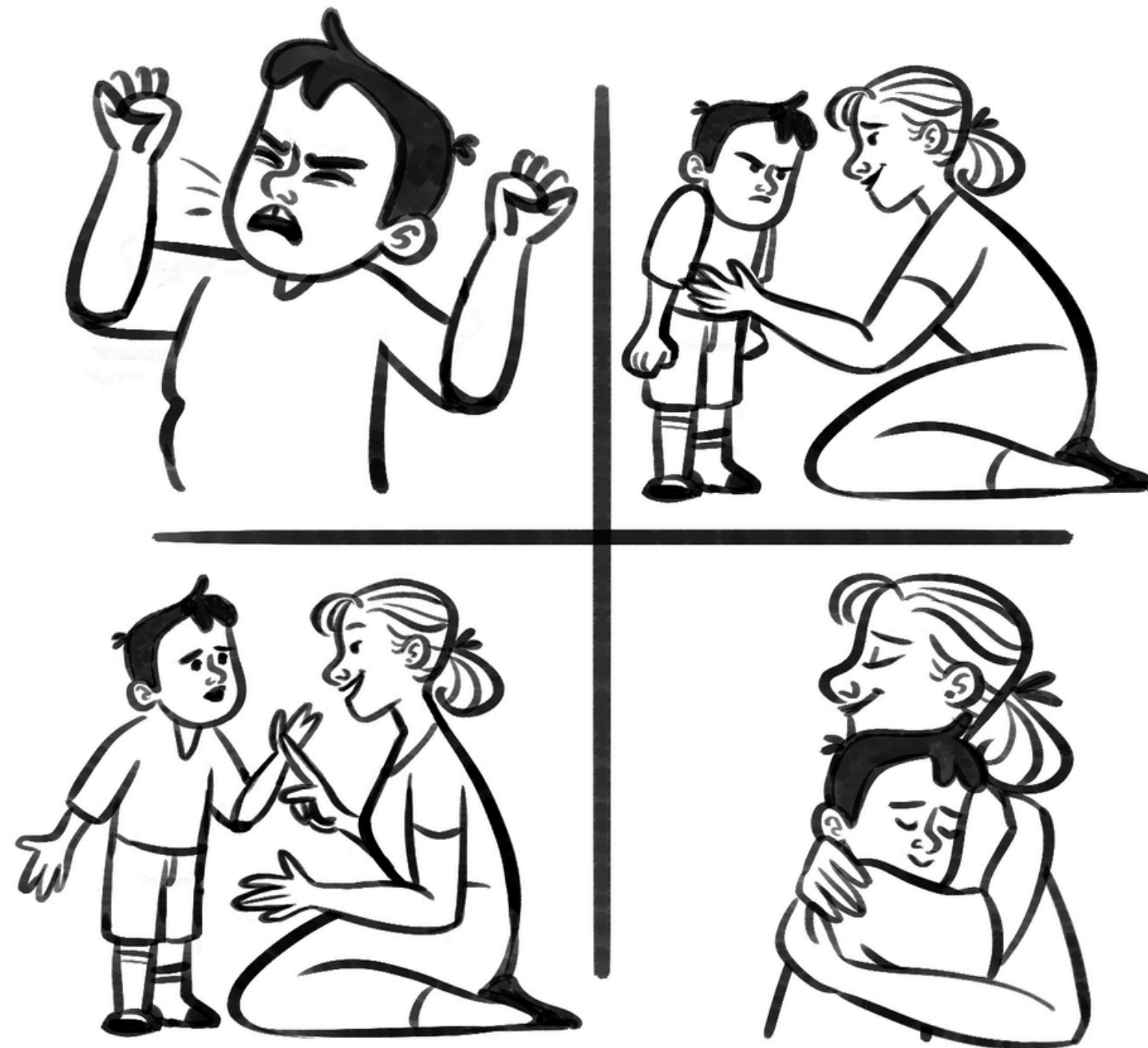


Share



THE D.E.A.L RESPONSE FOR PARENTS WITH DR. KARYN PURVIS

Watch on  YouTube



I IMMEDIATE
D DIRECT 
E EFFICIENT 
A ACTION - BASED
L LEVELED AT 
BEHAVIOR

Be Direct:

Even if it goes against your “default” communication style or a “Midwest Nice” upbringing.

Choices:

Give choices and stick to them! This actually helped us identify a fraud/identity theft situation.

**WHAT ABOUT USING
REASONING OR
“LET’S THINK ABOUT THIS
LOGICALLY”?**





Despicable Me (funny moment)



Copy link



Watch on  YouTube



**FORMER FBI HOSTAGE
NEGOTIATOR &
KIDNAPPING &
INTERNATIONAL
CRISIS EXPERT**

Champions Speakers

**CHRIS
VOSS**

**SPEAKER
SHOWREEL**

CHRIS VOSS, “NEVER SPLIT THE DIFFERENCE,” AND “THE BLACK SWAN GROUP”



Labels:

Identify emotions or sentiments you believe are evident, but have not yet been verbally expressed. It looks like ...

It sounds like ... you've put in a lot of hard work!

It seems like ... you are overwhelmed.

Reinforce or defuse aspects of the conversation



Mirrors:

Reflect the last 1-3 words your counterpart just said using an inquisitive tone so they keep talking.

Your counterpart says, This is the best deal you'll find. Using a Mirror, you might say, The best deal?

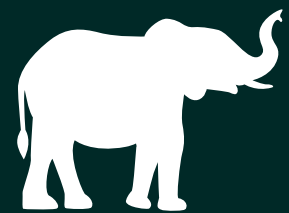
... in Self-Service? Yes, I am looking at our bill...

Accusation Audit

Negative **assumptions and impressions** the other side may have **whether they're sane, insane, fair, or unfair**. Seeking to **understand** before being understood, and it's the fastest way to build rapport or trust.

Calibrated Questions

Questions that begin with **what, how**, or sometimes **why**. They're used to shape the way your counterpart thinks. These are questions to which it is impossible to give one-word answers.



CALIBRATED QUESTIONS FROM THE BLANK SWAN GROUP



What Questions (Share Thoughts)

- What is the core issue here?
- What is the biggest challenge you face?
- What happens if we fail?
- What position are you in if this doesn't change?
- What happens if you do nothing?

How Questions (Implement and Forced Empathy)

- How am I supposed to do that?
- How is that worthwhile?
- How have you handled these issues in the past?
- How will this look in a year if things don't change?
- How long are you willing to wait?
- How does that affect things?

Why Questions (Proof of Life)

- ... some variation of Why me?

Examples from The Black Swan Group

- **When** you said you would take care of the issue, what should I have expected?
- **How** should we follow up with you if we have any issues?
- There are so many other real estate agents out there —**why** are you choosing to work with **me**?

One of my favorite questions to use:

- **What brought you to this moment?**



Video unavailable

[Watch on YouTube](#)



Points from other Chris Voss videos and resources.

- Loss Aversion (**We don't want you to lose this great opportunity!**)
- Watch your tone (late night FM DJ voice)
- Silence is okay
- Don't be afraid to be incorrect (you are still learning!)
- Being liked matters 

How we execute “being liked matters” Give a genuine compliment & let them be “right”

- Wow, you've done a lot of research on this!
- **I have a meeting soon, and I want to be able to give you my full attention and the time you deserve to address your concerns - can we set up a meeting when I have more availability?**
- **I wouldn't be doing my job if... or... the Department of Education requires...**
- You are absolutely right, that is possible at some institutions; however...
- Thank you for being patient with me - I know it is probably taking longer than you expected, but **it is important to me that we get you taken care of as much as possible so you don't leave this conversation with more questions than what you started with.**

A final point from other Chris Voss videos and resources.

“The most humane thing to do is to let them have it... do not soften the blow.”

... aka ... Be Direct and call out the elephant in the room



Examples of why this is effective (it takes the pressure off of everyone!)

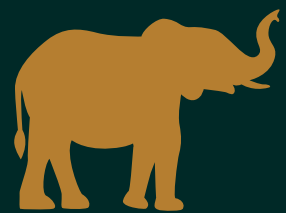
- **Low stake situation: Wow, I am so nervous!**
- Delivering bad news: I've got bad news.
- **Discussing difficult topics: This is going to be a very invasive, tough conversation.**
- **Discussing difficult topics: You seem hopeless and have made some comments about not being sure if you'll be here tomorrow. I'm concerned you might be thinking about hurting yourself.**
- **Having someone disclose a difficult topic: I want to let you know that depending on what you disclose to me, I may be required to report this information...**
- Dealing with difficult people: I understand that this has to be extremely frustrating and you are probably tired of dealing with it...

Chris Voss: Bringing it all together

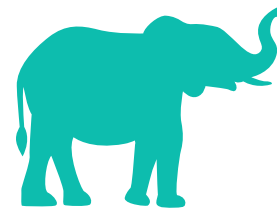
*This also relates to
Trust-Based Relational
Intervention tactics
from Karyn Purvis



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IN SUMMARY



Based on resources from: Karyn Purvis, Chris Voss, "Never Split the Difference," and "The Black Swan Group"

Skill	Example: Undocumented Parents
Trust-Based Influence and Deal Making: Watch your tone and pitch	Keep calm, lower your voice, and slow down your speaking. Slower, not louder.
Tactical Empathy and Rapport: Be Direct/Call out the Elephant in the Room	Recognize that the student is in a difficult (and probably scary) situation.
Tactical Empathy and Rapport: Get people to like you/Use an Accusation Audit if appropriate	Accusation Audit may not be necessary for Margarita, but may be for me.
Tactical Empathy and Rapport: Use Labels, Mirroring, Paraphrasing, and Calibrated Questions	It seems like..., What I am hearing you say..., What do you think your options are? If you don't speak the language, recognize some things don't translate.
Trust-Based Influence: Give choices if appropriate	Here are the options that I can see...
Tactical Empathy, Rapport, and Deal Making: Summarize	Have a calm conversation, help them feel connected, and help them get a plan in place (even if the plan still has some uncertainty/isn't "perfect")

ADDITIONAL TIPS TO HELP YOU HANDLE ANY SITUATION



01

People like to be RIGHT (Make people like you)

Black Swan Group mentions using "ego" labels for "Assertive" negotiator types.

02

"At least" and "It could always be worse" never helped anyone

If you aren't in the situation, "at least" has a tendency to seem like you are downplaying what the individual is going through.

03

Some people don't have the words

Muted Group Theory

Language barriers!

04

Kleenexes and chocolate are surprisingly helpful

I prefer DOVE Dark Chocolate in case anyone is wondering.

05

Get familiar with these skills because in real life...

Where are my overthinkers?

Imagined Interaction Theory

Real life doesn't come with dialogue options

Brave New World

Confront the Chairman

ELLIE

But we can say I'm repaying the favor if you prefer that version.

- [1] Welcome aboard, Ellie.
- [2] What exactly did Jessie do for you, anyway?
- [3] You really don't like owing people, do you?
- [4] Let me think about it. (Leave Conversation)



**THANK YOU
FOR
LISTENING!**

QUESTIONS?

RESOURCES

Yes, I know how to properly cite sources in APA/MLA format, and no, I did not do that on here.

The Black Swan Group Resources (Chris Voss)

- **[The Black Swan Group](#)**
- **[How to Use the Key to Tactical Empathy](#)**
- **[Infographic: The Black Swan Group's Negotiation 9 \(N9\)](#)**
- **[Communication Skills: Hang a Label on It](#)**
- **[The #1 Negotiation Strategy for Everyone \(Back By Science\)](#)**
- **[Communication Skills: How to Use a Cold Read and Accusation Audit](#)**

Videos with Chris Voss

- **[Former FBI Negotiator Chris Voss On How To Effectively Deliver Bad News](#)**
- **[How to win a negotiation, with former FBI hostage chief Chris Voss](#)**
- **[3 Tips on Negotiations, with FBI Negotiator Chris Voss | Big Think](#)**
- **[Chris Voss Speaker | FBI Negotiator's Secret to Winning Any Exchange | Contact Agent](#)**
- **[Chris Voss Teaches the Art of Negotiation | Official Trailer | MasterClass](#)**
- **[Never Split The Difference | Chris Voss | TEDxUniversityofNevada](#)**

RESOURCES

Never Split the Difference Book, by Chris Voss and Tahl Raz

Karyn Purvis Resources

- **Video: The IDEAL Response for Parents**
- **Video: TBRI® Animate: The IDEAL Response©**
- **Karyn Purvis Institute of Child Development: Trust-Based Relational Intervention ®**
- **Empowered to Connect**
- **Photo: Karyn Purvis and The Connected Child**
- **Photo: Cynthia Hall and the Karyn Purvis Institute of Child Development TBRI ®**
- **Book: The Connected Child**

Additionally:

- **Photos and Charts: All photos are linked to the source. All photos that are not linked were created by Google Gemini or are photos from Canva.**
- **Videos: All videos are embedded so you have a direct link to the source.**