



More Pink Apple Tips for Mastering Difficult Conversations with Your Clients

Your Aim: Shifting Difficult Conversations to Learning Ones

- Need to move your attitude from certainty to curiosity
- Begin with the third story: the one a cool observer/mediator would be seeing
- If they start the conversation, try and move it to the third story
 - Talk about how to talk about it (acknowledge your difficulty in talking about it and seek their help in how you should)
- Invite collaboration don't impose
- Partner with them to figure it out and use language that encourages that partnering
- Describe feelings carefully
- Don't
 - Expect to change them
 - Focus on short term relief at long term cost
 - Hit and run
- Don't need to accept or reject their story - embrace both – still won't be the entire story
- Use the "And" stance: And? ... And? ... And? ...
- Listen to understand what it's like to walk in their shoes
- Be aware of voice in your head and how it might colour your thinking
- Seek concrete information, rather than intangible suspicions assumptions and interpretations
- Paraphrase for clarity
- Acknowledge their feelings
- Remember you can't control their reaction, BUT
 - Can limit your own
 - Can prepare for their reaction
 - Can ask for help

Pink Apple: Joyful Marriages That Last a Lifetime

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