# The 3R De-Escalation Method



### Myra Golden **Customer Service & De-escalation Expert**





# Where did Beverly go wrong?

# **De-escalation:**

# Bring down the temperature, Contain the situation, or resolution

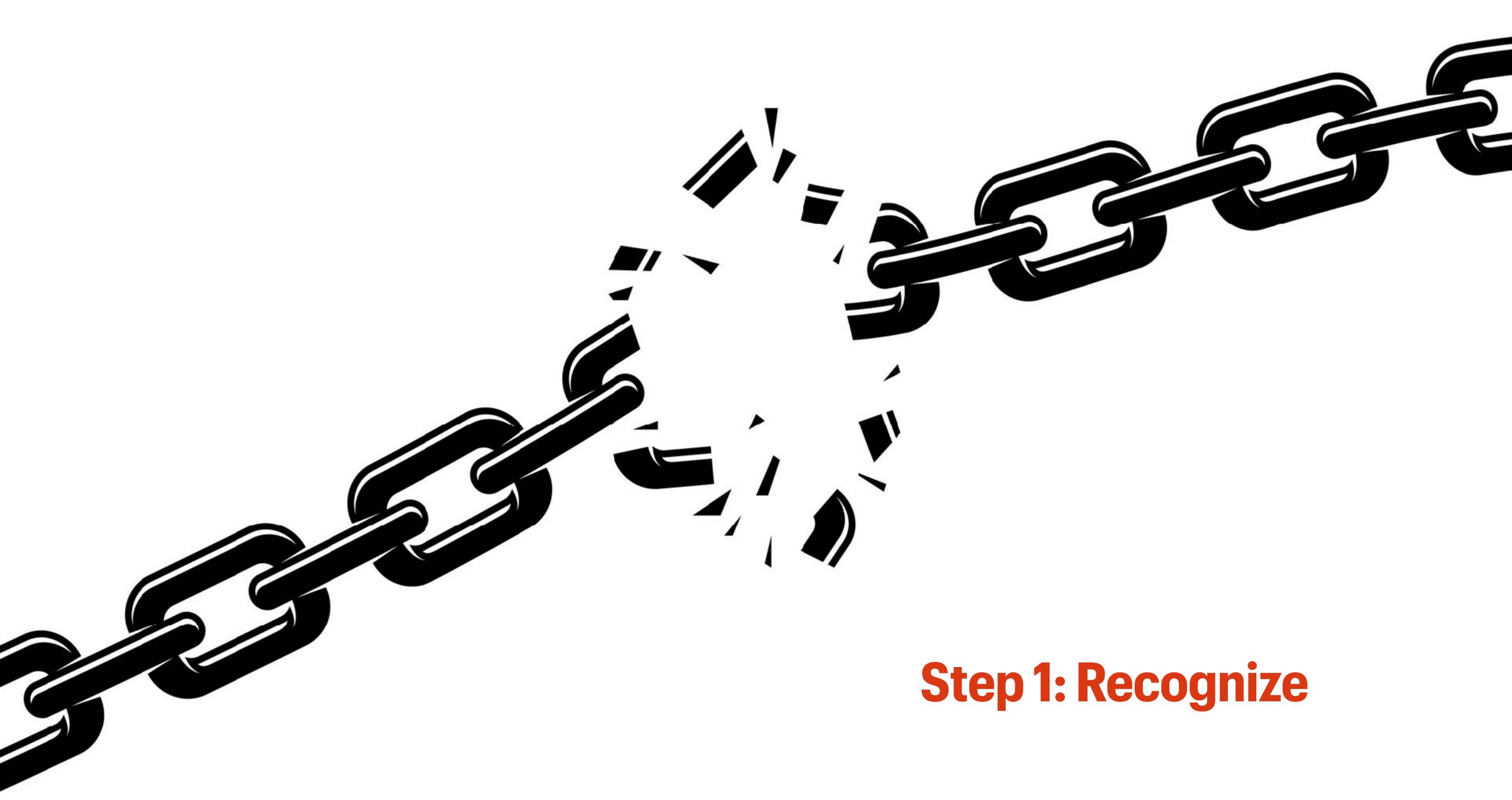
# Our focus:

# **Right-brain transfer**

# Get a challenging interaction in mind.

# **3R DE-ESCALATION METHOD**

Recognize Reframe Resolve



# RECOGNIZE

**Key Action Number 1** 

Why: Recognizing the person's concern helps you preempt escalation and move the person from the emotional right-brain to a focus on resolving the issue. How: One sentence to recognize the inconvenience:

"I realize this is frustrating for you."

"I'm sorry for any misunderstanding the difference between our outlet policy versus our store policy has caused."

"I can see your point on that."



# **RECOGNIZE WITH VALIDATION**

When you get resistance or blaming

- "It seems like..."
- "It sounds like..."
- "It looks like..."
- "I can see your point on that."



# **Step 2: Reframe**

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# Optioning 3W Priming

# REFRAME

# Optioning can be a powerful reframing tool.





# REFRAME

Positively position the issue

# The 3W Method is a Powerful Reframing Tool





# THE TIME I HAD TO GIVE BAD NEWS AND THE LESSON I LEARNED.

# HERE'S WHAT WE KNOW HERE'S WHAT WE'VE DONE HERE'S WHAT'S NEXT

### THE 3W METHOD

# off and left the scene.

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**Here's what we know:** The accident happened in our parking garage at 7:42 pm. The driver was in a white Honda Civic, license #. He sped off and left the scene.

**Here's what we've done:** We've filed a claim with our loss-prevention team. We have two eyewitnesses. We have filed a police report with the Austin Police Department.

**Here's what we know:** The accident happened in our parking garage at 7:42 pm. The driver was in a white Honda Civic, license #. He sped off and left the scene.

**Here's what we've done:** We've filed a claim with our loss-prevention team. We have two eyewitnesses. We have filed a police report with the Austin Police Department.

**Here's what's next:** You also need to file a police report. You need to notify both your insurance company and your rental car company. Your insurance company will go after the driver.



### REFRAME

Psychological Priming

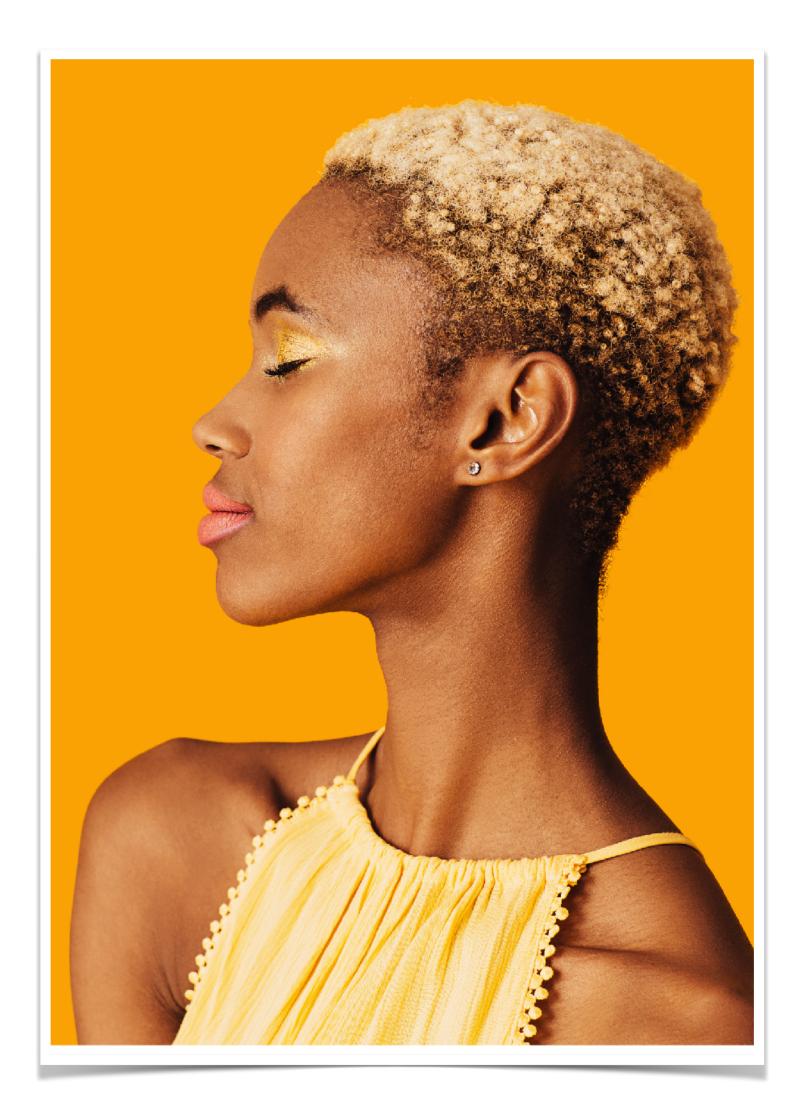


### PRIMING

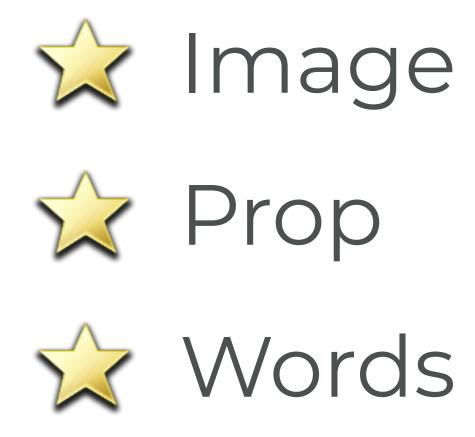
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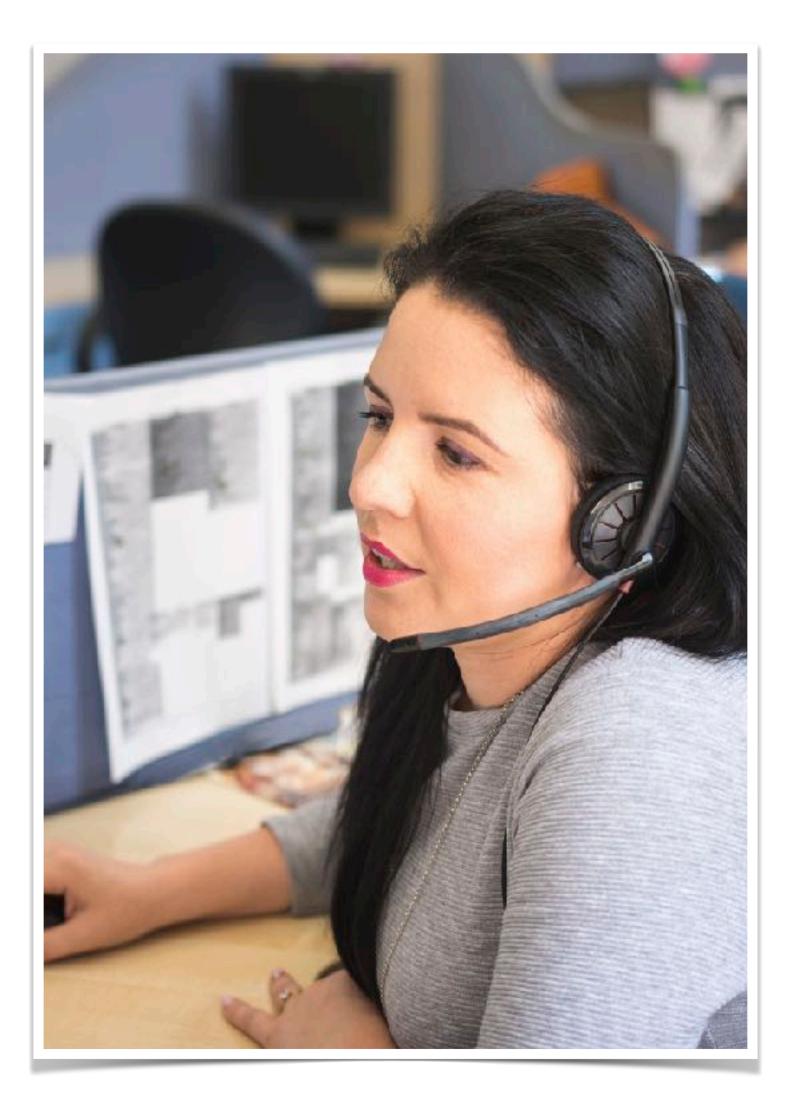












"The debt is attached to the meter. Regardless who accrued the debt, ABC Utility won't turn on water until the bill is paid."

"As a solution, I have two suggestions. First, you need to talk to your landlord. Tell them there's a debt on the meter and that you can't turn on water. See if they'll work something out for you. The second option, and I'd do this immediately, look carefully at your lease to see if any clause protects you in this situation."

# protects you in this situation."

"As a solution, I have two suggestions. First, you need to talk to your landlord. Tell them there's a debt on the meter and that you can't turn on water. See if they'll work something out for you. The second option, and I'd do this immediately, look carefully at your lease to see if any clause



# **Step 3: Resolve**



# RESOLVE

**MOVE TO CLOSURE** 

# Guide to/explain next steps Assure the person there's a solution Or, resolve

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# Linking the communication chain helps you convey empathy and make customers feel heard.

Linking the communication chain helps you things forward

# convey empathy and make customers feel heard. Intentional redirection stops venting and moves

Linking the communication chain helps you things forward **Resolve steps bring interactions to closure** 

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# Pause & Capture Ideas



# Start Stop Continue



# Thank you!