



The CARM® Approach - Responding To Aggressive Customer Behaviours

De-Escalating Aggressive Behaviours

> KEY BENEFITS

- Reduce the negative impacts (both human and financial) associated with workplace conflicts and the impact it has on workplace harmony.
- Reduce the stress associated with interpersonal challenges which can otherwise impact staffs wellbeing behaviour and performance.
- Compliment current skills that are proven to be effective in dealing with aggressive / challenging behaviours.
- Improve capability to maintain a positive mindset and engage rational thinking and decision making when confronted with challenging behaviour and under pressure.
- Empower staff to manage difficulty and achieve mutually beneficial negotiated outcomes when confronted by challenges.
- Improve staff confidence & capability to more influentially communicate with others and negotiate through disagreement.
- Improve the professional image, brand and reputation of your organisation.
- Achieve enhanced compliance with National Work Health and Safety Laws (WHS Legislation) & Common Law obligations (due diligence) for issues relating to aggression and violence in the workplace.
- An outcome of the training is to enable staff to feel empowered, to feel confident in themselves and their ability, as well as justified and reassured in the validity of their actions.

“When Customers Turn Aggressive & Situations Become Challenging”



Some workplaces and environments present **inherently greater risks** to employees, who by virtue of their role or location may be exposed to higher levels of aggression & violence. This exposure may be the result of issues either internal to the organisation i.e., difficulties with other staff / colleagues etc or external, including difficult customers or members of the public.

Navigating these **powerful situations** can be emotionally challenging and in some case physically threatening without a safe, proven and effective approach. When your job role involves following through with what others may perceive as inadequacies in the provision of service or unwelcome decisions or actions, then communication and de-escalation skills become a high priority.

The **Responding to Aggressive Customer Behaviours** program has been developed specifically for environments where employees may face a range of verbal or behavioural challenges i.e., escalating incidents; criticism, complaints, physical threats, aggressive or harassing behaviours.

Importantly your staff will learn a range of emotional and behavioural competencies in **The CARM® Approach** to support and equip them with the necessary skills and techniques they need to counter such challenges. If these more tenuous situations are not addressed in a professional and measured way then significant potential exists for negative public perceptions to be reinforced, together with a range of **negative personal and professional impacts** that may continue to adversely affect staff and your organisation.

Our **award winning programs** provide a recognition primed decision making process, which is informed by risk, to help employees in these more challenging circumstances manage their own and others behaviours in an effective, safe and outcome focused way.

TRAINING

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› International studies into aggression & violence in the workplace.

ILO Report (*International Labour Organisation*)

- Whilst violent attacks receive considerable attention in western countries, a far greater number of people generally report being exposed to physical and psychological violence in the workplace.
- For individuals these problems are seen as an impairment to physical and mental health, in some cases with long term traumatic effects (PTSD).
- As with stress, exposure to any form of violence in the workplace has a negative implication for individuals, organisations and society as a whole.
- The costs to organisations are primarily related to sickness, absenteeism, reduced productivity, replacement costs and additional retirement costs on the basis of ill health.
- There may be further costs due to damage in production or equipment as well as costs in grievance, litigation, investigation and mediation. In some cases a public loss of goodwill.
- Physical violence, whether leading to an injury or not, is a significant problem. There is also some evidence that physical assaults in the workplace may be on the rise, with female workers particularly vulnerable.
- Occupational sectors most at risk are retailing, public administration and service industries together with healthcare and social services industries.
- A Bulletin Morgan poll suggests 1 in 2 Australian employees have been verbally abused by a member of the public during the course of their occupational duties and 1 in 10 have been physically abused by a customer (hit, slapped, or kicked).

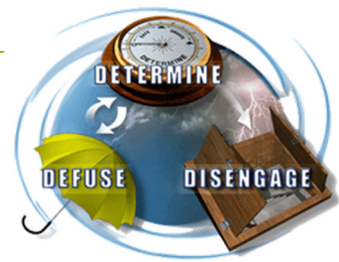
› TRAINING SOLUTIONS (Award Winning)

The 'Responding to Aggressive Customer Behaviours' program can be delivered via a range of training mediums subject to your needs including:

1. Professional development programs (theory and practice based) – non-assessed.
(Duration: 1 Day)
2. Short Intensive Training Session (SITS). Practical scenario based experiential learning sessions. Follow-up to the 1 program.
(Duration: 4hrs)
3. Interactive online e-learning program with assessment. Delivered as standalone program or as part of a blended learning solution.
(Duration: 2hrs)

› CUSTOMISATION

The CARM® Approach can be easily contextualised customised to meet your specific organisational customer service requirements & risk profile



› PROGRAM MODULES

- 1. Assess Risk** — Participants identify specific and contextualised issues or challenges where aggression or violence has been presented in their workplace and work through a process of risk appraisal in connection with these issues. Our risk based approach provides them a simple yet extremely effective decision making model to guide them in determining the most appropriate and safe course of action.
- 2. Reasons For Aggressive Customer Behaviours** — Participants explore reasons and triggers for anger and aggression, identifying how and why these behaviours occur. This includes identifying any associated motives which will ultimately influence and shape the way we need to communicate and respond.
- 3. Defusing Aggressive Behaviour** — Participants work through 'The CARM® Approach', a robust framework for de-escalating aggressive behaviours. It helps to create opportunities to optimise outcomes whilst mitigating interpersonal risk. Key to the application of this 'soft power' approach is CARM's communication and influencing techniques, combined with a focus on thinking and mindset during stressful encounters. CARM® develops skills for navigating through challenging behaviours, underpinned by strong emotions. Applying techniques such as CARM's Empathic Assertion™ Method enables personal rights to be upheld via respectful dialogue.
- 4. Disengaging** — Disengage is the 'alternate option' used when situations are considered unsafe due to the customer behaviour. Here a range of realistic strategies are presented that enable participants to increase their level of protection through separation and evasion techniques. Participants learn how and why to 'tactically withdraw'. This is important for those volatile situations that escalate quickly and unpredictably. Incorporated in the withdrawal tactic is communication. In this context though it is varied to ensure voice, positioning and movement, combine with key phrases to help prevent a person from initiating an attack or protect against an actual attack that may have begun.



CONTACT

Tel: 1300 367 475 Email: risk@passmoreduff.com