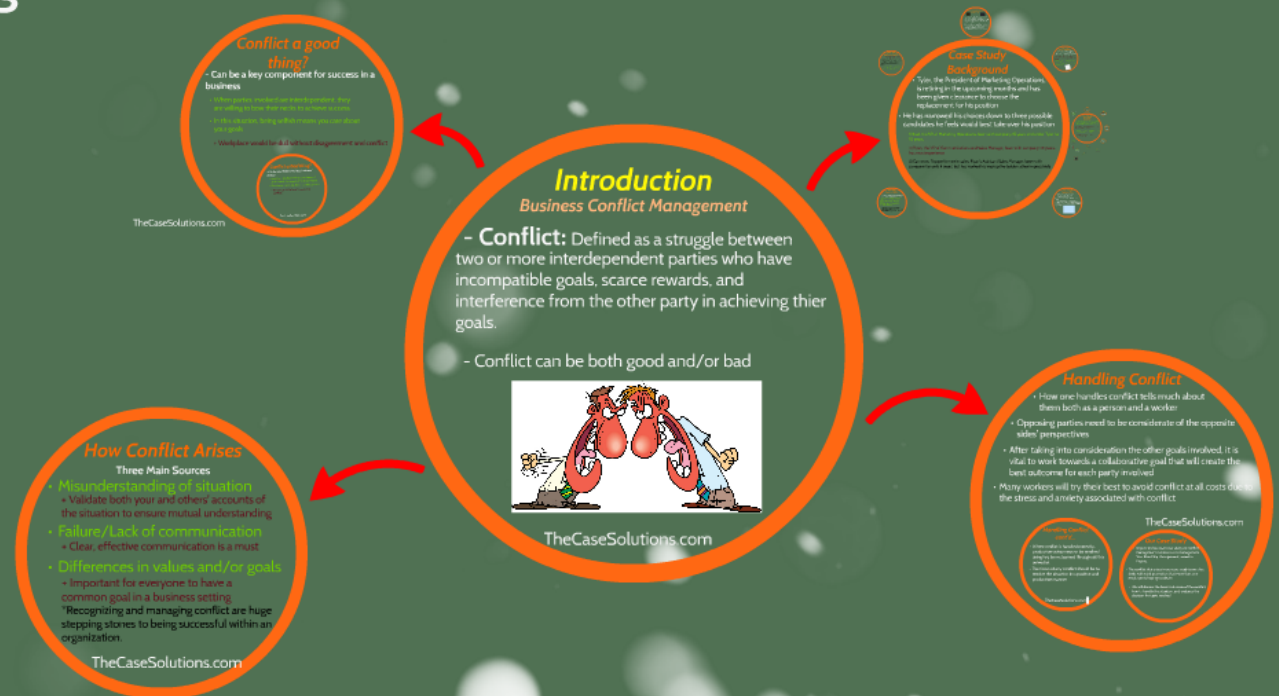


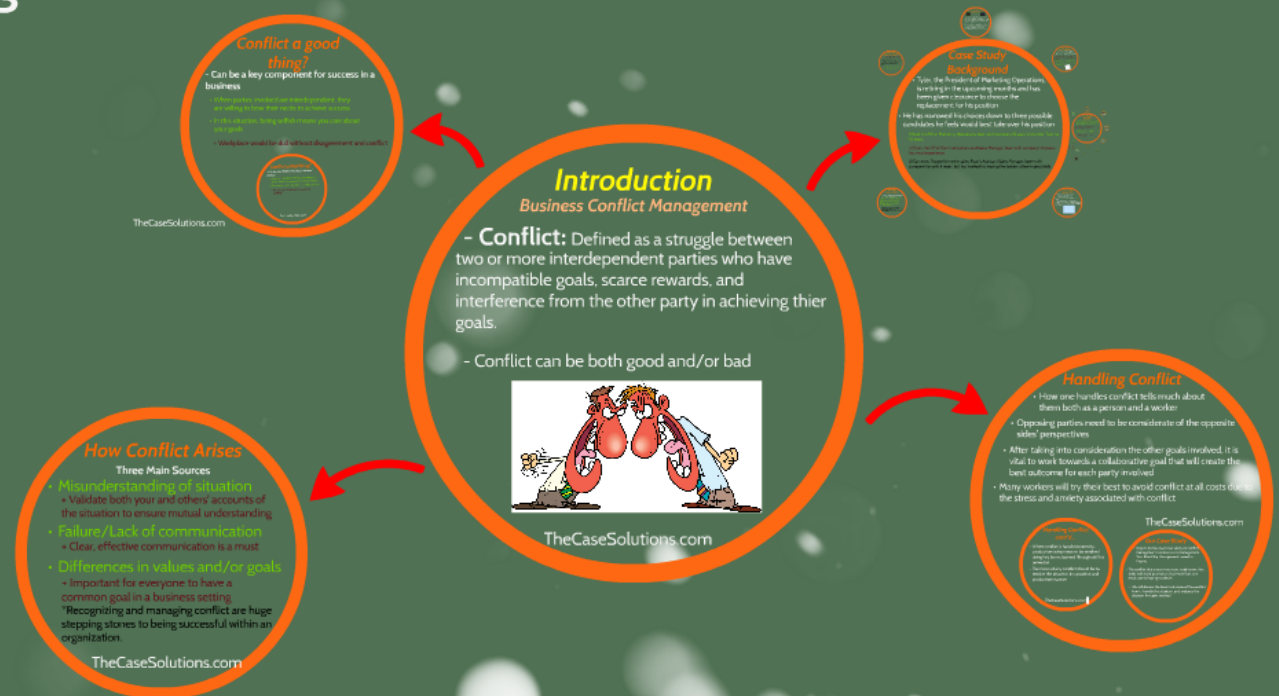
Pregnancy Pack: Branding with AdWords

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Pregnancy Pack: Branding with AdWords

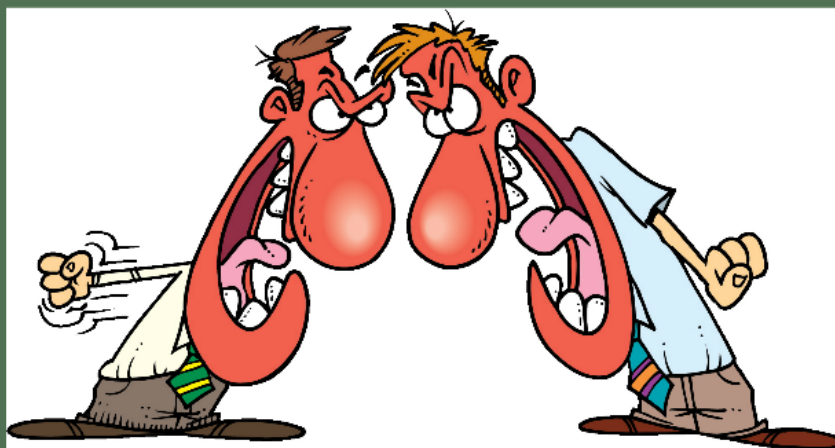
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Introduction

Business Conflict Management

- **Conflict:** Defined as a struggle between two or more interdependent parties who have incompatible goals, scarce rewards, and interference from the other party in achieving thier goals.
- Conflict can be both good and/or bad



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Conflict a good thing?

- Can be a key component for success in a business

- When parties involved are interdependent, they are willing to bow their necks to achieve success
- In this situation, being selfish means you care about your goals

+ Workplace would be dull without disagreement and conflict

Conflict a Bad thing?

- Can be very detrimental to a business' success

- Becomes a problem when one does not understand the importance of teamwork.
- Short-term and long-term negative effects
- + Teamwork is the best remedy for conflict

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Conflict a Bad thing?

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- Becomes a problem when one does not understand the importance of teamwork.
- Short-term and long-term negative effects

+ Teamwork is the best remedy for conflict

How Conflict Arises

Three Main Sources

- **Misunderstanding of situation**
 - + Validate both your and others' accounts of the situation to ensure mutual understanding
- **Failure/Lack of communication**
 - + Clear, effective communication is a must
- **Differences in values and/or goals**
 - + Important for everyone to have a common goal in a business setting
 - *Recognizing and managing conflict are huge stepping stones to being successful within an organization.

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Handling Conflict

- How one handles conflict tells much about them both as a person and a worker
- Opposing parties need to be considerate of the opposite sides' perspectives
- After taking into consideration the other goals involved, it is vital to work towards a collaborative goal that will create the best outcome for each party involved
- Many workers will try their best to avoid conflict at all costs due to the stress and anxiety associated with conflict

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Handling Conflict cont'd...

- When conflict is handled correctly, productive outcomes can be reached using key terms learned throughout this semester.
- The focus of any conflict should be to resolve the situation in a positive and productive manner

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Our Case Study

- Improvised our own case study on conflict management inside a sports management firm, Blue Chip Management, based in Virginia
- The conflict that arises in our case study is one that deals with a job promotion that more than one employee is hoping to obtain
- We will discuss the basis and cause of the conflict, how to handle the situation, and evaluate the decision that gets reached

Handling Conflict cont'd...

- When conflict is handled correctly, productive outcomes can be reached using key terms learned throughout this semester.
- The focus of any conflict should be to resolve the situation in a positive and productive manner

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