



## **Confronting Conflict for Change**

It's probably fair to say that most people do not enjoy conflict. Sadly, human nature being what it is, most of the time change comes only as a result of conflict. Sometimes the conflict is born of resistance to the changes for reason of turf and prestige. Sometimes it's simply because people are reacting to a new way of thinking.

The most comfortable way to resolve conflict is through consensus, that is, convincing others that the changes being introduced are beneficial to all and the proper route to take. While total (100%) agreement would be delightful, the chances of this actually happening are quite slim. Therefore, by consensus we mean either the opinion leaders will all be in agreement, or (perhaps preferred) a majority of all decision makers.

Either way, you need to be prepared for some unpleasantness. The only way your changes will be initiated and implemented is if you side with your decision every time resistance is demonstrated. Any effort to compromise will make matters worse, as people will begin to see your desire to please as a lack of commitment to the changes being made.

Change is always hard. Unfortunately sometimes it is often critically necessary. You may not like to argue. But chances are you dislike failure even more. It may not be the way you would want it to be. But in the end, the choice is yours.