

A - Adversity

Example of an adverse event:

You're told by a customer that if you do not resolve the recurring issue that they will no longer be renewing their contract with Cisco (their contract expires next month and they have been a customer since 2005).

B - Beliefs

- Permanent
- Pervasive
- Personalized

"I'm not doing a good enough job as a ADC engineer."

"This is all my fault."

C - Consequence

Beliefs lead us to consequences...

- Decrease confidence
- Increase nervousness/stress

I might feel incompetent and no longer try to negotiate with the customer. The customer might perceive my nervousness and no longer renew their contract with Cisco.

D - Disputation

Set aside your assumptions and dispute negative beliefs with evidence: *"The last time something similar occurred, I was able to paraphrase and empathize with the customer in order to decrease their frustration and work collaboratively with several resources to find a solution to the problem."*

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