



Focusing on *the behavior* and not *the person* and assuming positive intent can help you de-escalate situations.

Name: _____

Say This...	Not That...
	<ul style="list-style-type: none">• Hi. Okay, let's get this over with. What are you calling for today?
	<ul style="list-style-type: none">• What does that have to do with your question today? Just tell me what's wrong with your account.
	<ul style="list-style-type: none">• You've contacted the wrong office. We can't help you with that.
	<ul style="list-style-type: none">• We would never say that, you're lying.
	<ul style="list-style-type: none">• You forgot to send your transcript. That's why you weren't considered for early action.
	<ul style="list-style-type: none">• Don't talk to me like that. You got yourself into this mess, it's not our fault you didn't read the emails we sent you.



These phrases will help you navigate conversations.

Helpful Phrases			
Cushion (Empathy)	Restate (Acknowledge)	Apology	Probing
"I can see your point."	"I can definitely..."	"I apologize for any inconvenience this might have caused."	"Tell me more."
"I can understand why you would feel this way."	"I can surely..."	"We do apologize, and appreciate any feedback to improve our services."	"Help me understand."
"That must have been frustrating for you."	"I can absolutely..."	"I apologize, and because you have expressed such great concern, I am going to work to make it a better experience for you."	"Please explain a bit further."
"If I were in your shoes, I am sure I would feel just as you do."	"I can certainly see how..."	"I apologize for the confusion. We appreciate our students and I will work to resolve your issue."	"Here is what I see happened, can you explain things further?"