



Corporate Counseling Associates
People it forward.™

Conflict Resolution: From Breakdowns to Breakthroughs

CCA brings decades of experience to resolving interpersonal and inter-team conflict. The key to our approach is to reduce conflict but to do so without eliminating “the value” of conflict: the differences in viewpoints, opinions and business tactics that can lead to more insightful viewpoints, better informed opinions and more effective business tactics. While conflict may seem an obstacle to success, it can ultimately yield innovation, improvement and education.

CCA optimizes the value of conflict while minimizing the strain and unproductive friction it can cause. Instead, conflict is “channeled” through a resolution process that breeds openness and respect, enabling it to become a force that drives productivity. In addition, teams experience the benefits of “evidence-driven” arguments so that positions are based upon substantive findings, research or facts, rather than personal agendas that can make organizational disputes unproductive. These require attention in order to reduce conflict in a meaningful way that leads to better interpersonal and inter-departmental performance.

The business outcome is the harnessing of talent that might otherwise be squandered.