



## Handling attitudes from customers and team members

### **Enemy description**

Handling attitudes refers to the ability to effectively manage and respond to various attitudes displayed by customers and team members in a professional and constructive manner.

It involves understanding and addressing the emotions, behaviours, and opinions expressed by individuals, and employing appropriate strategies to maintain positive relationships and resolve conflicts.

Attitudes play a significant role in shaping business interactions and outcomes since positive or negative attitudes can greatly impact customer satisfaction and team dynamics.



Handling attitudes requires active listening, empathy, and effective communication skills to navigate challenging situations and defuse tension. It involves recognizing the impact of attitudes on business relationships, customer satisfaction, and team dynamics.

## COMPETENCES

- *Communication: The ability to effectively communicate with customers and team members, understanding their attitudes and conveying messages in a clear and respectful manner.*
- *Emotional Intelligence: The capacity to recognize and manage emotions, both in oneself and others, to handle attitudes with empathy and self-control.*
- *Conflict Resolution: The skill to identify and address conflicts arising from different attitudes, using appropriate strategies to find mutually beneficial solutions.*
- *Relationship Building: The aptitude to establish and maintain positive relationships with customers and team members, fostering trust, collaboration, and a supportive work environment.*
- *Self-Management: The ability to regulate one's own emotions and behaviors in challenging situations, demonstrating resilience and adaptability.*

## LEARNING OBJECTIVES

- *Understand the concept of handling attitudes and its significance in the context of entrepreneurs and SMEs.*
- *Explore effective communication strategies for managing attitudes and fostering positive interactions.*
- *Learn conflict resolution techniques to address and resolve conflicts arising from different attitudes.*
- *Develop emotional intelligence and self-management skills to handle attitudes effectively.*



This module contains several exercises that will help you develop:

A1. Effective communication skills to handle attitudes from customers and team members.

A2. Conflict resolution techniques to address and manage conflicts arising from different attitudes.

A3. Strategies for building positive relationships with customers and team members.

A4. Emotional intelligence and self-management abilities to handle attitudes effectively.

## Activity 1:

### Reading faces

Describe a scenario where a customer or team member displays a particular attitude and identify its potential effects on the business.

Make a list of strategies and techniques to follow in order to manage this attitude.

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## Activity 2:

### Case Study Analysis



Read the following case study carefully. Analyze the situation and apply the concepts learned in the module "Handling Attitudes from Customers and Team Members" to develop a resolution plan.



Consider effective communication, conflict resolution techniques, and building positive relationships as key elements of your plan.

Identify the main issues, possible causes of conflict, and the desired outcome. Outline step-by-step actions you would take to address the conflict and handle the attitudes involved.

Reflect on the potential impact of your actions on the relationship with the team member and the overall team dynamics.

#### **Case Study:**

You are a project manager in a small software development company. One of your team members, John, has been consistently displaying a negative attitude and resistance towards new ideas and changes. His behavior is causing conflicts within the team, impacting morale and productivity. Despite attempts to address the issue, John continues to exhibit this attitude, and it is affecting the overall performance of the project.

## Activity 3:

### Multiple Choice

Which of the following is a key component of emotional intelligence in handling attitudes from customers and team members?

- A) Effective communication
- B) Technical expertise
- C) Micromanagement
- D) Competitiveness

Correct Answer: A) Effective communication

Explanation: Effective communication is a crucial component of emotional intelligence when dealing with attitudes. It involves actively listening, conveying messages clearly, and demonstrating empathy and understanding. Effective communication helps in managing conflicts, building positive relationships, and promoting a supportive work environment. Technical expertise, micromanagement, and competitiveness may have their own importance in certain contexts, but they are not directly related to emotional intelligence in handling attitudes.