



# DE-ESCALATION STRATEGIES

With Speaker, Michael Williams,  
Security Specialist, Chubb



Develop the skills to see past a person's outward behavior and address the underlying intentions that are often miscommunicated during a crisis. This training empowers you to identify the hidden needs that create friction with customers and colleagues.

Learn how to recognize warning signs for when a customer or coworker is beginning to get agitated, strategies for slowing escalation, and tools to begin de-escalating a situation and working towards an amicable resolution.

## KEY TAKEAWAYS:

- ✓ Behavioral Identification: Learn to look past outward "noise" and agitation to identify the hidden needs and intentions driving a conflict.
- ✓ Strategic Mindset Shift: Trade impulsive "crisis thinking" for a logical, strategic approach to communication under pressure.
- ✓ Proactive De-escalation: Gain the tools to recognize rising agitation before it peaks, allowing for earlier and more effective intervention.

**Scan or click the QR code to register now!**

### Southern California:

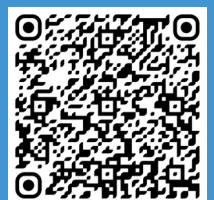


Tuesday, May 19;  
9AM - 12PM

Santa Barbara, CA

Hosted By: City of Santa Barbara

### Northern California:



Thursday, May 21;  
9AM - 12PM

Red Bluff, CA

Hosted By: Tehama County