

# Join Us Now...



## Giving Feedback to People Who Cry, Yell or Get Defensive

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# The Ellis Companies

Enhancing Employee and Customer Experience

*Your industry partner for over 30 years*

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

Thank you for joining us today!  
Want to learn more?



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# MEET YOUR SPEAKER

## Susan Weston



- Susan has operated The Susan Weston Company since 2010, consulting and training in the multifamily industry.
- She has over 30 years in executive capacities in Operations, Human Resources and Learning & Development.
- Susan is a Certified Apartment Manager
- Certified Apartment Portfolio Supervisor
- Subject Matter Expert for the National Apartment Association Education Institute
- A member of NAAEI Senior Faculty and a licensed Texas real estate broker.
- Susan's fun fact is that she was once a licensed private investigator!

# How to Give Feedback to People who Cry, Yell or Get Defensive



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# Feedback – Why do It?

Review Performance

+++

Give Employee a Voice

+++

Plan Goals Together!





# What's Been Your Experience?

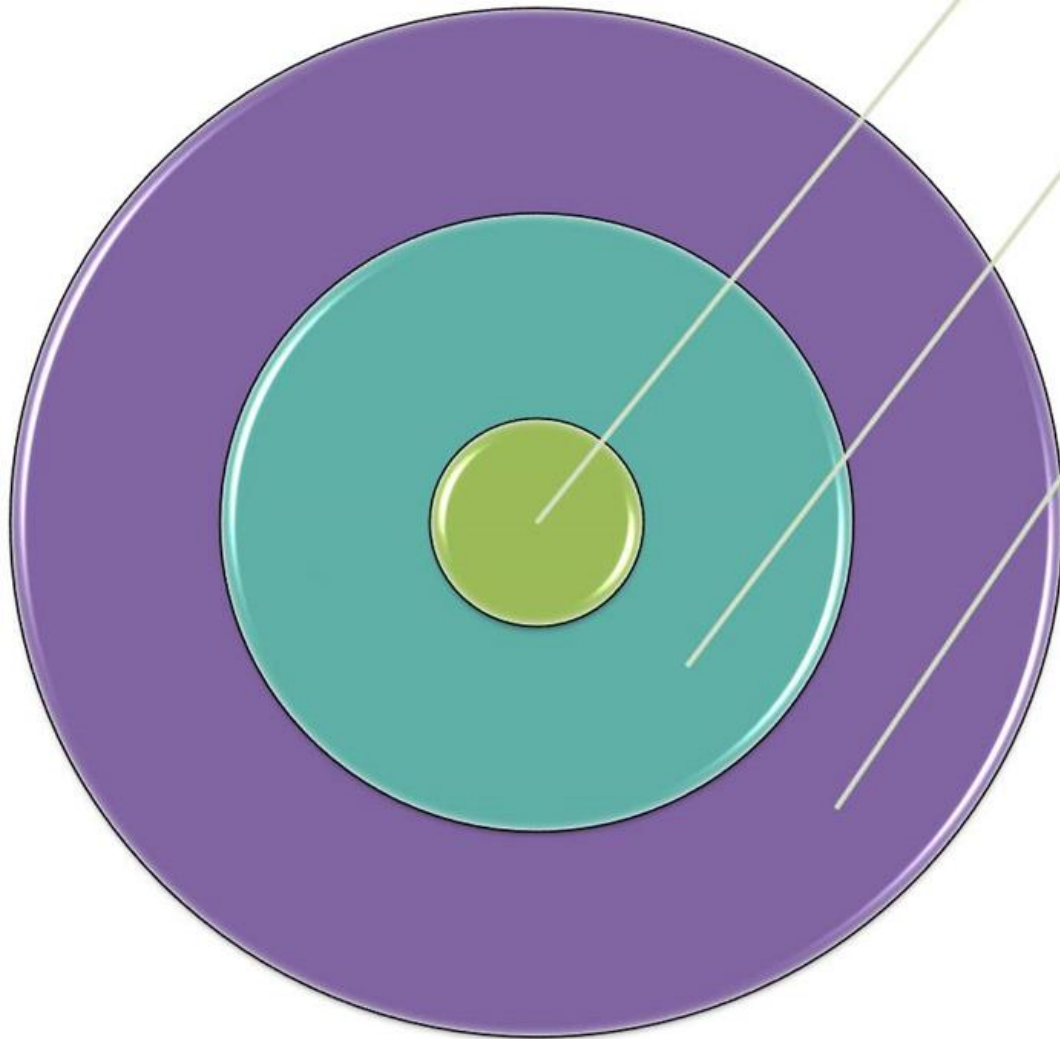




Lack of Clarity  
Late Feedback  
No idea-exchange  
Always negative

“May I offer you some  
feedback?”

# The SBI Model



## **Situation**

- What was the environment?

## **Behavior**

- What did you observe?

## **Impact**

- How did it make you feel?



# Advice for tough feedback sessions

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# 1. Remember the Why





## 2. Find Your Center and Prepare



# 3. Handle Reactions in the Moment



## 4. Move the Conversation to a Productive Place



# Remember... you have a job to do

Share the why  
Name the issue  
Offer examples  
Listen to the person  
Come to a shared agreement





# WHEN TALKING TO SOMEONE WHO HAS A TENDENCY TO CRY

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# The Crying Reaction

- Easy for you to get flustered!
- You are not trying to be mean, rather help them be more successful
- The message is the message!
- Tips
  - End of the day
  - Acknowledge the emotion
  - Maybe meet again after the person can calm down
  - “I can see that you are upset. I understand this may be difficult.”
- If tears come from a normally non-cryer, it might be a signal something else is wrong.





# WHEN TALKING TO SOMEONE WHO YELLS

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# The Yelling Reaction

- Don't feel intimidated or back down
- Avoid the “yell-fest”
- Yelling proves to them that you were out to get them
- Tips
  - Stay calm and stand your ground
  - Be willing to shut down a meeting
  - Use a neutral voice
    - I need to have a conversation with you. I need for you to lower your voice
    - I need for you to take a deep breath or we will need to reschedule. This is not constructive
- The “I’m so passionate, I can’t help it” excuse



# WHEN TALKING TO SOMEONE WHO GETS DEFENSIVE

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# The Defensive Reaction

- A reason or explanation for everything!
- Might be the toughest to handle on your part!!
- Do you get defensive back?
- Typical excuses - you have misunderstood or you've got it all wrong – both designed to avoid your constructive conversation!
- Tips
  - Call the person out on not listening
  - “I see this as your responsibility – let's talk about why you don't see it this way.”
  - “When you blame someone else, you become the victim, which isn't helpful to you.”





# HOW TO ADDRESS A RECURRING RESPONSE

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# The Recurring Response

- A similar reaction every time you talk
- Address this head on
- Tips
  - “I notice every time we sit down to talk, you get (upset, angry, defensive). I have your best interests at heart. How can I help you be more open to feedback?”
  - “Here’s what I need from you as a fellow professional.”
- Don’t stew or let the typical reaction discourage you from giving the necessary feedback

Repeat  
Repeat  
Repeat  
Repeat  
Repeat

Give feedback as things  
come up. It ends up being  
more easily managed





Questions?

# Upcoming Webinar



*How to Complete Differently & Effectively*  
*Thursday, August 10, 2017*  
*1:00 PM – 1:30 PM CT*

Register at [www.epmsonline.com](http://www.epmsonline.com)

Presenter: Misty Sanford



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