

Using Nonviolent Communication In Business

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Nearly every business could benefit from improving communication. Nonviolent Communication (NVC) offers tools that can help make meetings more productive, improve employee morale and customer satisfaction, and prevent and resolve conflicts.

The purpose of Nonviolent Communication is to help people connect compassionately so everyone can get his or her needs met. Customers who are confident that their needs really matter are more likely to remain loyal.

Employees who feel understood by their employers are more likely to be productive and satisfied. Employees who see their managers and fellow workers as human are more likely to work well together.

Nonviolent Communication teaches a four-step process for honestly expressing ourselves (but without criticism or demands), and for empathically receiving the communication of others, even when they express themselves in hostile ways. The four steps are (1) making observations that are free from evaluations, (2) expressing feelings, (3) expressing the needs that give rise to the feelings, and (4) making clear requests.

Having fluency in each of these components can help a business become more successful. So, for example, meetings are more productive when speakers are able to make clear requests in positive action language, rather than saying what they DON'T want, making vague requests or demands.

A sales team that knows how to listen empathically can connect with their customers, even if the latter are expressing themselves poorly.

Using NVC, managers can provide employee evaluations that focus on observable behaviors and, by revealing their own feelings and needs, can foster helpful changes rather than generate resistance. NVC also teaches a way of expressing appreciation that can increase morale.

Employees with a grasp of NVC can avoid or resolve conflicts without resorting to physical violence or other morale damaging psychological attacks. Using NVC can help

generate a cooperative and creative workplace, build cohesive work teams, and make the work environment a place of mutual support.

Marshall Rosenberg, Ph.D., the founder and educational director of the Center For Nonviolent Communication, developed the Nonviolent Communication process. The NVC model is presented in Dr. Rosenberg's new book, *Nonviolent Communication: A Language of life* (PuddleDancer Press, 2003). Dr. Rosenberg travels throughout the world mediating conflict and promoting peace. He is currently based in Wasserfallenhof, Switzerland. Clients served include: IBM, Volvo, Canadian Bell Telephone, Electrolux, Airline Pilots Association, M-Gruppen: The Swedish Management Group, and Swissair.

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Dr. Rosenberg's books are published by PuddleDancer Press: www.PuddleDancer.com.
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