

THE GIBSON-BANNING METHOD



Hey There!

I have something personal to share with you.

For the longest time, I was terrified of conflict. I mean, full-on sweaty palms, stomach-churning, "I'd rather be anywhere but here," scared.

Whenever a hint of disagreement arose, I'd find ways to sidestep it, change the subject, or nod and smile even if I felt differently.

Ouch!!!

It was like having a splinter that I refused to remove. At first, it was just a tiny, nagging discomfort, something I could ignore.

But over time, that splinter became more and more painful. Ignoring it didn't make the pain disappear; it only made it worse.

The thing about conflict, just like that pesky splinter, is that avoiding it doesn't make the issue disappear. It just burrows deeper, creating more pain and discomfort.

But here's what I've learned...

The fear of confrontation is often worse than the confrontation itself.

THINGS BEGAN TO SHIFT once I started learning skills to navigate conflicts and disagreements.

Don't get me wrong, I still get that familiar twinge of nervousness. But now, I'm more willing to face it head-on.

And guess what?

More often than not, directly addressing the issue leads to understanding, clarity, and a far better resolution than I imagined.

Here's what I've picked up on my journey:

- **Acknowledgment:** Recognize the fear. It's okay to feel nervous about confrontations. Accepting that you're scared is the first step towards addressing it.
- **Understanding:** Every conflict offers a chance to learn. Whether it's understanding another's viewpoint or recognizing your triggers, there's always a takeaway.
- **Growth:** Every time you face a conflict, you grow. You learn more about yourself, about others, and about how to handle similar situations in the future.

Honestly, I wish I'd realized earlier that avoiding conflict is like ignoring that splinter.

The more you avoid it, the more it festers.

But when you gather the courage to address it, the healing truly begins.

If you, like me, have danced around conflicts, hoping they'd magically disappear, I encourage you to pause, take a deep breath, and face them.

It might sting a little at first,

but the relief and growth that come afterward?

Absolutely worth it.

Wishing us more clarity and courage.

With love,
Beth.



Beth Banning is the co-founder of [Incite Coaching Academy](#) and co-creator of the Gibson Banning Method, a coaching certification program designed to help coaches empower their clients and create a positive ripple effect in the world.

With over 30 years of experience in personal and spiritual development, Beth is the [author of multiple books](#), speaks on a wide variety of topics and had the privilege of interviewing many luminaries in the field of personal and spiritual growth. All this because she is dedicated to helping create a world that works for everyone.

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