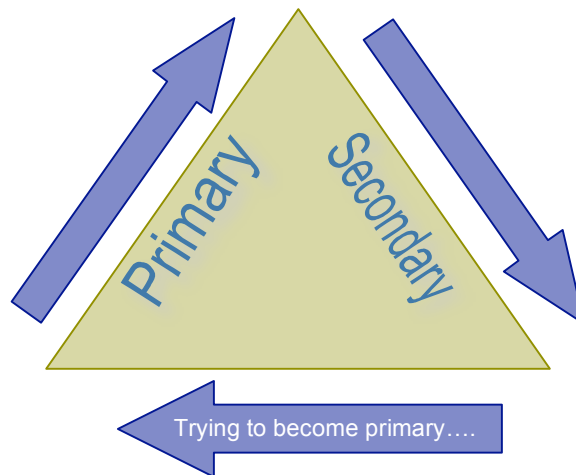


Positive Relationships

Conflict is a Natural By Product that Comes From Shifting Changes in Primary and Secondary Identities

Primary Identity Describes

- Who we are – accepted behavioral norms
- How we do our jobs today
- What we value and how we make decisions – Status Quo

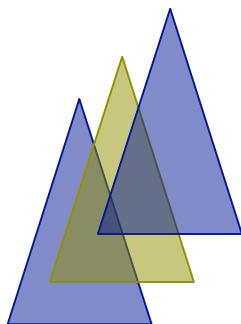


Secondary Identity Describes

- Who we are *trying* to become
- How we *might* do our job in the future
- What we value and how we make decisions – changing the Status Quo

~ Benefits of Incorporating Secondary into Primary ~

Continuous Team Improvement



Every time you discover and integrate parts of your team's secondary traits, you shed your teams' current "status quo" identity and create a new one.

Your cue that the traits on the secondary edge are trying to "take hold" is that conflict is present and "taking sides" starts come into play. Are you taking the side of status quo (primary) or changing the status quo (secondary)?

The thing to remember is that the integration of the new with the old creates a team that is *more flexible* and is *more adept* at meeting change with confidence.

Think of conflict as a *gateway* to reinventing a part of your teams' dynamics. Think of conflict as a way to getting at continuous team improvement. *Believe that conflict would not be present if everything was fine just the way it is.*

As a team, agree to approach conflict with the intention that whatever is said, is said for the sake of improved team performance and not to diminish any one individual. Follow-through with your words and your actions!