

# EXPERT INSIGHT™

PROGRESSIVE IDEAS FROM LEADING BUSINESS CONSULTANTS

As Published in  
**EXPERT INSIGHT™**  
in the October 15, 2000  
issue of Inc. Magazine.

**Inc.**  
®  
THE MAGAZINE FOR  
GROWING COMPANIES

As an established leader in the consulting community, DeMars & Associates, Ltd. was invited to participate in Expert Insight, a nationwide educational series for managers of growing companies.

*Q: What's a Little Conflict?*

*A: Time and money* is the final of three insertions appearing in Inc. Magazine throughout the year.

For more information on this topic, contact DeMars & Associates, Ltd.

262-549-6700  
[www.demarsassociates.com](http://www.demarsassociates.com)

## Q: What's a Little Conflict? A: Time and money

Research shows we spend 35 to 45% of our time dealing with conflict. That's a high cost to pay when you'd rather be devoting those resources to activities with tangible results, like production or marketing. What do you figure your time is worth? If one-third could be designated to activities you WANT to do, what would be the impact on your bottom line?

Just picture some of the costs of unresolved conflict:

- Irresponsibility
- Uncertainty
- Paranoia
- Lost Control
- Prejudice
- Deceit
- Sabotage
- "Going Postal"

Many companies unresolved conflict shows up as a lack of trust, confidence and the knowledge that people will back you up. Even the President can feel when the support isn't there. That hurt spreads right down the line if the head of operations isn't doing their best work. Let's face it, if your name is on the letterhead, you HAVE to work there.



Creativity, cooperation and synergy do not "just happen". They develop in climates of trustworthy relationships. Think how much more you

could accomplish with cooperation and trust supporting you!

Take Action:

1. Take just five minutes to make a list of the sources of conflict you handle on a weekly basis. Is it internal or external?
2. Divide the list into two more categories - those you can



DeMars  
& Associates, Ltd.

DeMars & Associates, Ltd. provides consulting, administration, training and research services to Fortune 100 companies, national associations, government agencies, and international organizations. DMA combines extensive experience in alternative dispute resolution, training and customer service to formulate cost effective programs that uniquely serve each client's needs.

Waukesha, WI 262-549-6700  
[www.demarsassociates.com](http://www.demarsassociates.com)

do something about and those that are outside your control. Highlight what's within your own control.

*"Creativity,  
cooperation and  
synergy do not  
"just happen"."*

3. Prioritize and identify three sources of conflict that have the greatest payoff for your company. Imagine what your day would be like with those problems solved.

4. Design an action strategy that can be implemented in simple, straightforward steps, with weekly deadlines. Define what you need to make it happen: more information, skills, a team partner, consultant, coach, trainer, etc.

5. Get that help and get going!