



Creating a Healthy Working Environment

for Vendors and Consumers

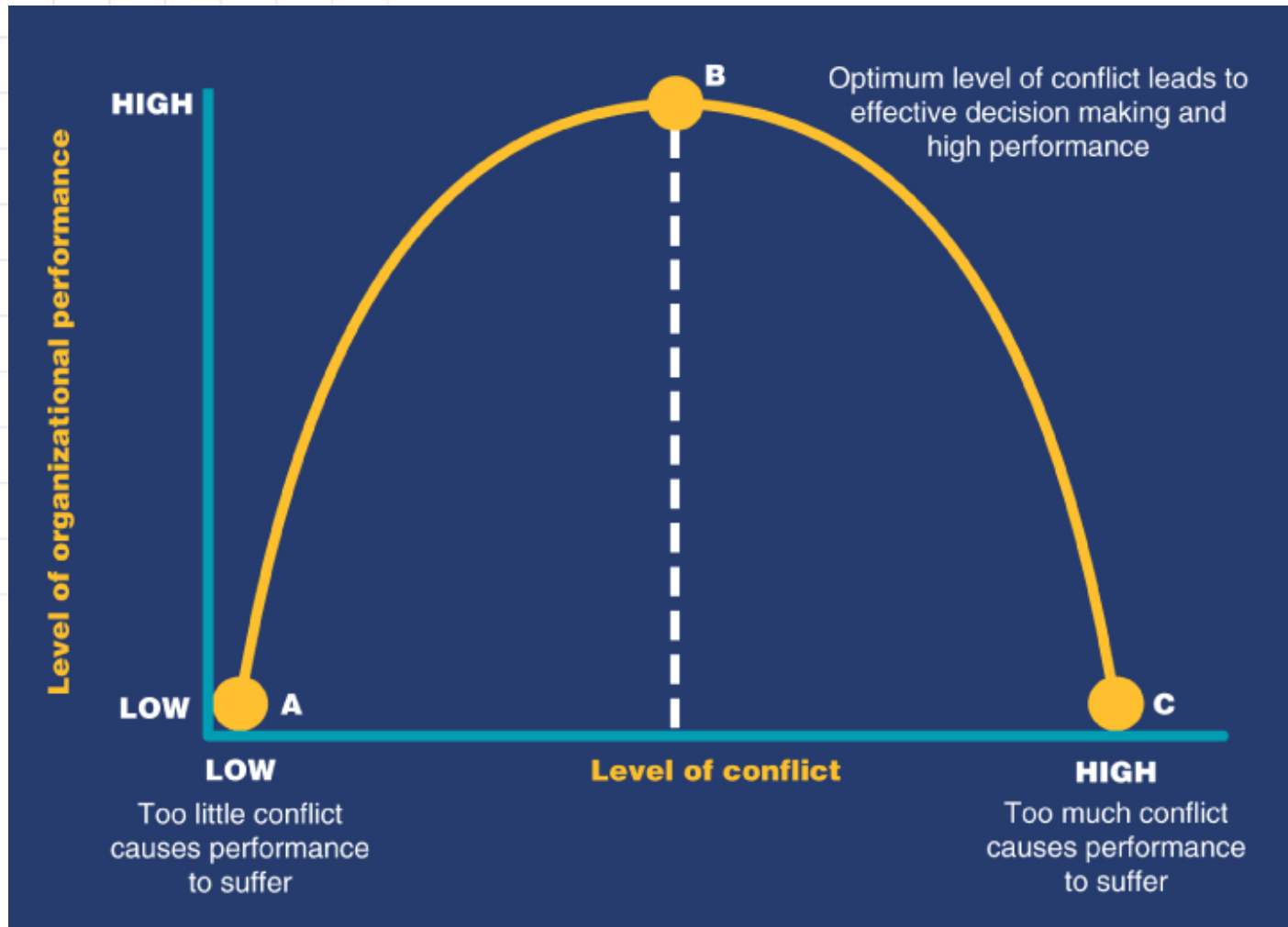
Regional Farmers Market Workshop – Southeast
Kansas

Charlotte Shoup Olsen
K-State Research and Extension

Definition of a Healthy Working Environment at a Farmers Market???



The Effect of Conflict on Organization Performance

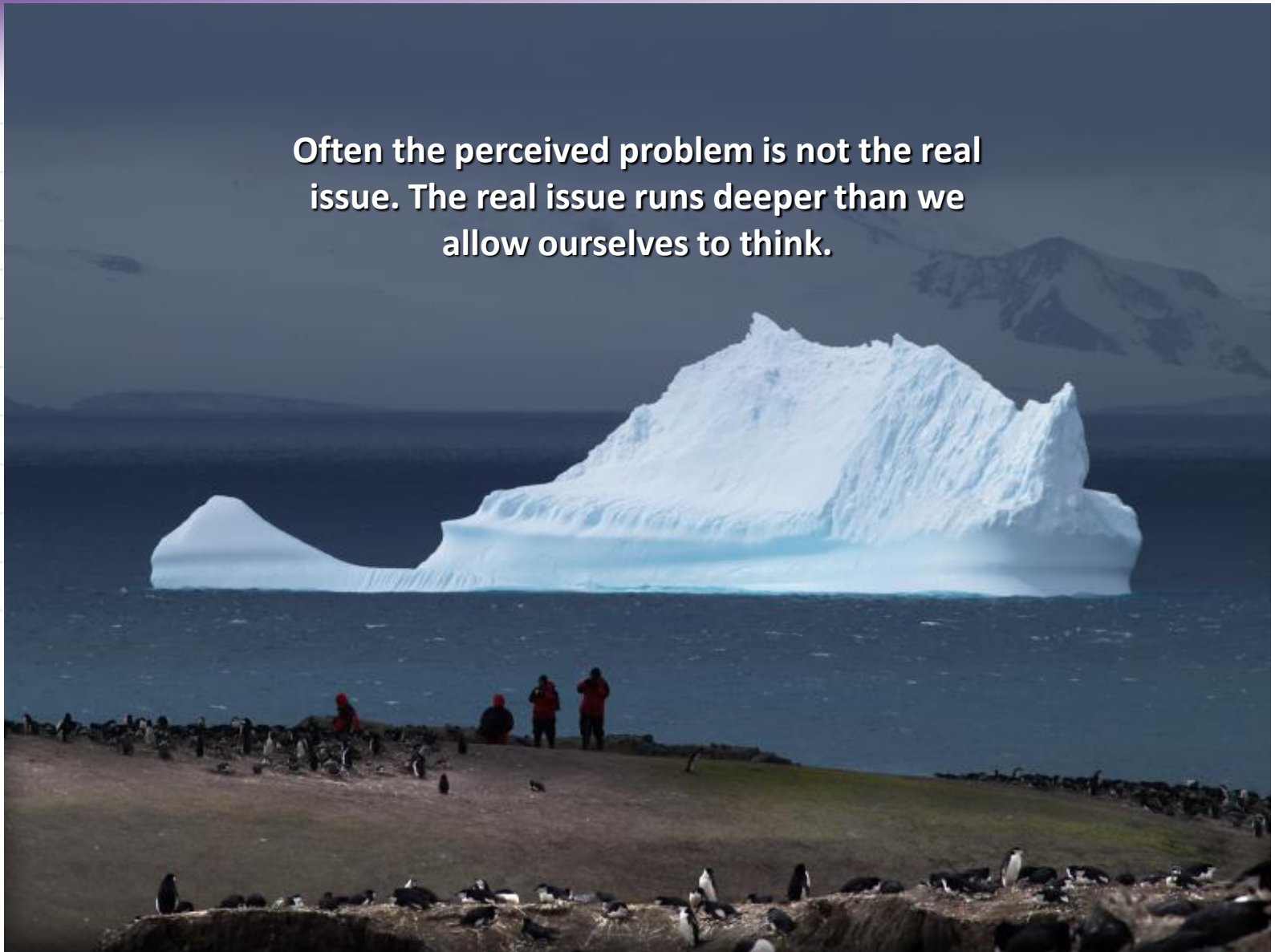


Stress Areas

- **Market Fees**
- **Stall assignments**
- **Customer Service**
- **Roles and Responsibilities**
- **Timely Decisions**
- **Crafts**
- **Sustainability**
- **Difficult Individuals**
- **External Regulations**
- **Set Up**
- **Other areas??**

Source: Jerry Jost

Often the perceived problem is not the real issue. The real issue runs deeper than we allow ourselves to think.



“Competition” and.....

**"The way we communicate
with others and with
ourselves ultimately
determines the quality of
our lives."**

- Tony Robbins



What builds or breaks
relationships?

Communication

Body Language

Tone of Voice

Listening

Talking

How do I get someone to communicate differently?

- The only thing you can change is how YOU communicate
 - How you listen
 - How you act
 - How you react
 - How you interact

**Insanity is continuing
to do the same thing
but expecting a
different result.**

- Albert Einstein

Reframe to Change the Game

- Shift the focus from blame to need, from the past to the future, from an individual problem to a joint problem, from a threat to a level of concern
- Ask “Why?”
- Ask “Why not?”
- Ask “What if?”
- Ask “What makes that fair?”
- Ask open ended questions.
- Tap the power of silence.

Source: Jerry Jost

Paraphrasing

- Brief
- Contains facts and feelings
- Focused on the speaker's experience
- Uses your words
- Keep them the star of the conversation
- "So you ..."
- Do not be judgmental
- Do not ask questions
- Do not parrot the speaker
- Do not say "What I hear you saying ..."

Susan Gilmore and Patrick Fraleigh, *Communication at Work*

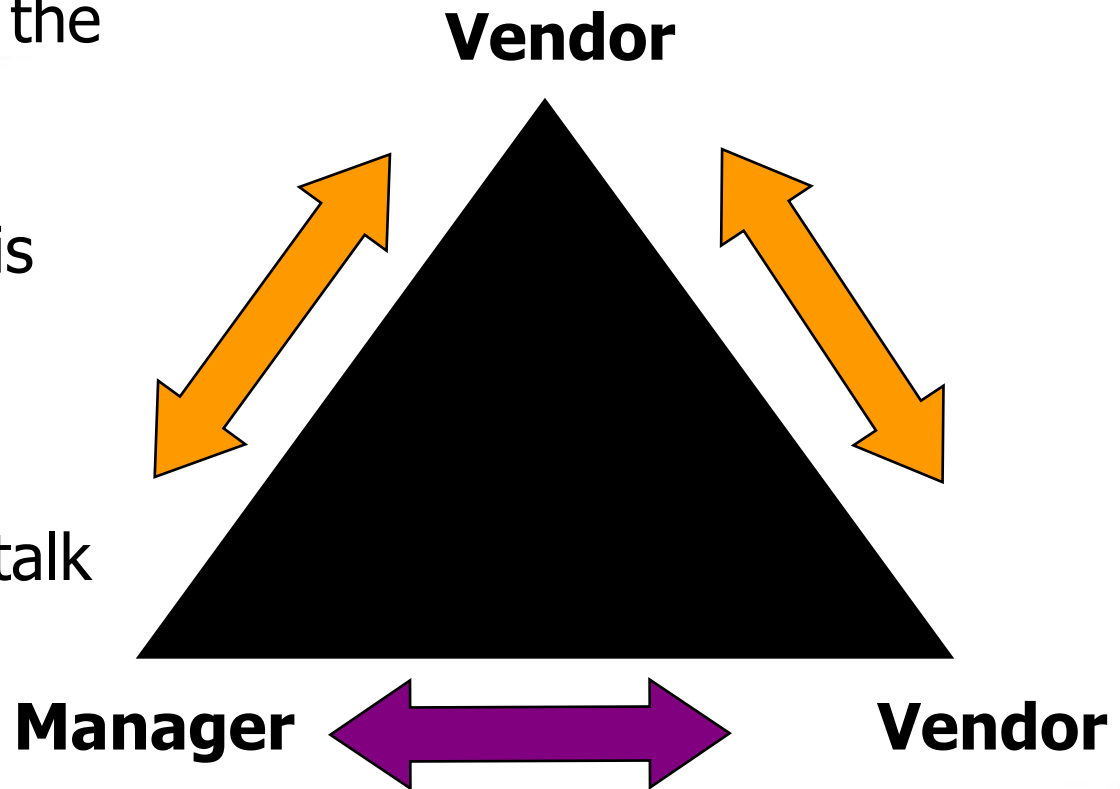
Source: Jerry Jost

The Communication Triangle

If you find yourself in caught in a triangle, ask the other person these questions:

1. Have you talked to this person?
2. Can you talk to this person?
3. May I go with you to talk to this person?

Source: Jerry Jost



Invent Options for Mutual Gain

Obstacles

- Premature judgment
- Searching for the single answer
- Assumption of a fixed pie
- Thinking that *“solving their problem is their problem”*

Getting to YES: Negotiating Agreement Without Giving In
Roger Fisher, William Ury, & Bruce Patton

Getting to Yes

- Separate people from the problem
- Focus on underlying interests, not stated positions
- **Generate a variety of options before deciding what to do**
- Base agreement on objective criteria and fair procedures
- Prepare in advance what you will do if negotiation fails

Roger Fisher, Getting to Yes

Crucial Conversations

- Think about the timing.
- Start with your heart (and start soft).
- Learn to look for silence or violence.
- Make it safe.
- Master your story.
- State your path.
- Explore other's paths.
- Move to action.

Patterson, Kerry, Joseph Grenny, Ron McMillan, Al Switzler. *Crucial Conversations: Tools For Talking When Stakes Are High.*

Purpose Statements

- Start with your heart
- State your intentions
- Turn a question into a purpose statement
- “I am trying ...”
- “I intend to ...”
- “The direction I want to go is ...”
- “It would be helpful to me ...”
- “My goal for ... is ...”
- “My purpose is to ...”

Getting Past No

- Go around the stone wall
 - Ignore it
 - Reinterpret as an aspiration
 - Test it
- Deflect attacks
 - Ignore it
 - Reframe as an attack on the problem
 - Reframe as an friendly attack
 - Reframe into future remedies
 - Reframe as “we”
- Expose tricks
 - Clarify their assertions
 - Shed light through more information
 - Turn the trick into an advantage
- Negotiate the rules

Source: Jerry Jost

~~YOU~~

The Power of recognizing a bid for communication!

How do I react?
Turning—**toward** response.
Turning—**away** response.
Turning—**against** response.

Source: John Gottman, The Relationship Cure

“I don’t like my stall assignment.”

Turning toward-away-against

“Jim is dumping his tomatoes on the market again by dropping his price!”

Turning toward-away-against

“Nancy is peddling corn she got from the store again. That is not right!”

Turning toward-away-against

“That rich woman always comes, bruises my tomatoes, and stomps away saying they cost too much.”

Turning toward-away-against

The Power of Respect!

The Big R

All of the time, but very important in times of conflict.

My thanks to Jerry Jost for sharing his
presentation

KANSAS FARMERS' MARKETS

Road Map to Improved Conflict and
Market Management