



MANAGING AGGRESSIVE CUSTOMER BEHAVIOURS

Benefits

- ✓ **REDUCE** the negative human, social and financial impact of workplace violence
- ✓ **INCREASE** workplace harmony and the feeling of safety and wellbeing
- ✓ **REDUCE** the stress effects associated with aggression and violence, which can impact staffs behaviour and performance
- ✓ **COMPLIMENT** current skills and processes that are proven to be effective in dealing with aggressive or challenging behaviours
- ✓ **IMPROVE** staff's capability to maintain a positive mindset and engage rational thinking and decision making in challenging circumstances
- ✓ **EMPOWER** staff with improved situational awareness skills to better manage challenging settings with confidence
- ✓ **IMPROVE** staff's capability to communicate more effectively with influencing and appealing style language
- ✓ **IMPROVE** your organisations brand reputation and professional image
- ✓ **ENHANCE** compliance with national work health and safety statute laws & common law due diligence obligations

Why CARM Training

- ✓ A robust and proven approach, since 1996 for managing the risk of workplace violence and helping improve the way people communicate
- ✓ Training design, frameworks and models developed and delivered by specialists
- ✓ Highly qualified team with more than two decades of risk management consulting and training experience, underpinned by a range of academic qualifications
- ✓ Subject matter experts drawing on their expertise from operating in high risk environments, working with high performing teams, and helping customer focused businesses achieve outstanding outcomes, particularly in situations involving adversity, pressure and stress
- ✓ Award winning training solutions for training excellence the workplace violence



About This Training

Some workplaces and environments present inherently greater risks to employees, who by virtue of their role or location may be exposed to higher levels of aggression & violence.

Navigating these situations can be emotionally challenging and in some cases, physically threatening without a safe, proven and effective approach. When your work role involves engaging with others where they may feel frustrated, angry, aggrieved or unsatisfied, then communication and de-escalation skills are of key importance.

The Managing Aggressive Customer Behaviours program has been developed specifically for environments where employees face a range of verbal or behavioural challenges i.e., escalating incidents, unruly / aggressive or harassing type behaviours, including where there may be actual physical threats and risk of violence.

Staff will learn a range of emotional and behavioural competencies through the 'The CARM® Approach' which will better equip them with the necessary skills and techniques to effectively respond to such challenges. If these more tenuous situations are not addressed in a professional and measured way then significant potential exists for negative public perceptions, together with a range of negative personal and professional impacts that may continue to adversely affect staff and your organisation.

Our program provides a decision making process, which is underpinned by good situational awareness skills, informed by the risk. This helps staff to manage their own and others behaviours in a more effective, safe and outcome focused way.

Managing Aggressive Customer Behaviours

Studies



Reports into Workplace Violence (ILO International Labour Organisation)

- Violent attacks receive considerable attention and a great number of workers now report being exposed to physical and psychological violence in the workplace
- Attacks are seen as impairments to physical and mental health and in some cases with long term PTSD effects
- Costs include damage in production, grievance, litigation, investigation and mediation and in some cases, a public loss of goodwill
- Physical violence, whether leading to an injury or not is the most significant problem
- Bulletin Morgan poll suggests:-
 - 1 in 2 Australian employees have been verbally abused by the public
 - 1 in 10 have been physically abused by a customer (hit, slapped, or kicked)

Safe Work Australia (SWA) report

- **Key risk factors** for workplace violence:-
 - communicating face-to-face with customers
 - working in isolation
 - working offsite or in the community
 - working in unpredictable environments
 - service methods that cause frustration, resentment or misunderstanding
 - providing care or services to people who have unreasonable expectations
 - enforcement / compliance activities
- **Strategies** for the prevention and management include:-
 - Training workers so they are aware of what to do if faced with potentially violent situations
 - Training should help workers to predict and know how to prevent and manage aggression or situations where they could be assaulted

Topics Covered

Module 1: Factors Influencing Aggressive Behaviours

- Explores the reasons and triggers for anger and aggression – identifying motivations and risk factors that underpin certain behaviour

Module 2: Determine

- Focused on assessing and evaluating risks within the behaviour and setting
- Builds situational awareness to enable appropriate decision making and responses to be selected

Module 3: Defuse

- The CARM® Approach framework for de-escalation. Incorporates competencies to enable a de-escalation mindset, and combines this with key communication skills in the areas of demeanour and influencing language



Module 4: Disengage

- Focused on an exit strategy and related techniques to reduce vulnerability/increase safety for unsafe situations and enable respectful closure for counterproductive situations

Training Solutions

- **Facilitated** sessions (Duration: 1 or 2 day variants)
 - Delivered in-house to workplace groups or delivered as coaching sessions to individuals
 - For frontline workers and associated team leaders, supervisors and managers
- **E/M-Learning Online:** Modularised online learning with assessment. Optimised for pc, tablet or mobile phone environments
 - Can be available in learning bytes. Can target specific workplace issues via video/scenario integration
- **Blended learning** options available

CUSTOMISATION: Our training solutions are contextualized to meet your specific learning & skill development needs, including your industry, operating environment, business and risk management profile

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