



KNUCK IF YOU BUCK

stop running from conflict

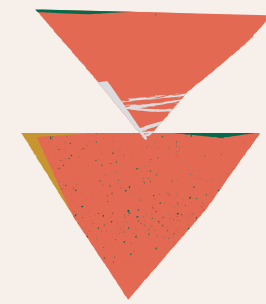
PROFESSIONAL DEVELOPMENT WORKSHOP
CREATOR & PRESENTER: WHITNEY S. CAMPBELL

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THE GOAL

Reframe: Conflict is not the problem.
Avoidance and poor handling are.



leave with a framework,
language, and confidence to
handle conflict in real time





What conflict actually is:

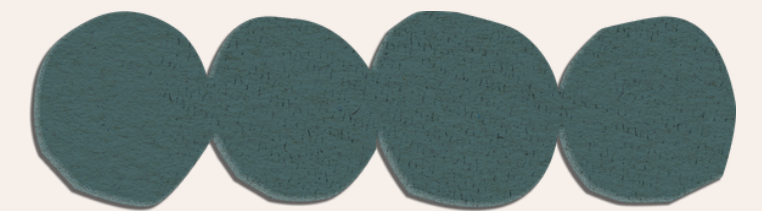
- Misalignment of expectations, communication, or needs

Why people avoid it:

- Fear of tension, rejection, escalation, or being wrong

Cost of avoidance:

- Resentment, miscommunication, poor team performance



CONFLICT STYLES BREAKDOWN

AVOIDER “FLIGHT MODE”



Core mindset: “If I don’t address it, it’ll go away.”

What it looks like:

- Delays or avoids difficult conversations
- Says “it’s fine” when it’s not
- Withdraws or shuts down

Strengths:

- Keeps peace in low-stakes situations
- Avoids unnecessary escalation

Risks:

- Issues build up and explode later
- Others may see you as disengaged or passive

ACCOMODATER “PEACE KEEPER”

Core mindset: “I’d rather keep the relationship than be right.”

What it looks like:

- Quickly agrees to keep harmony
- Puts others’ needs above their own
- Struggles to say no

Strengths:

- Builds trust and relationships
- Keeps teams moving without friction

Risks:

- Can lead to burnout or resentment
- Your voice and ideas get lost



COMPETITOR “FIGHT MODE”



Core mindset: “I need to win this.”

What it looks like:

- Direct, assertive, sometimes aggressive
- Focused on being right or in control
- Pushes decisions quickly

Strengths:

- Decisive and confident
- Effective in urgent or high-stakes situations

Risks:

- Can damage relationships
- Others may feel unheard or shut down



COLLABORATOR “SOLUTION BUILDER”

Core mindset: “Let’s find a solution that works for both of us.”

What it looks like:

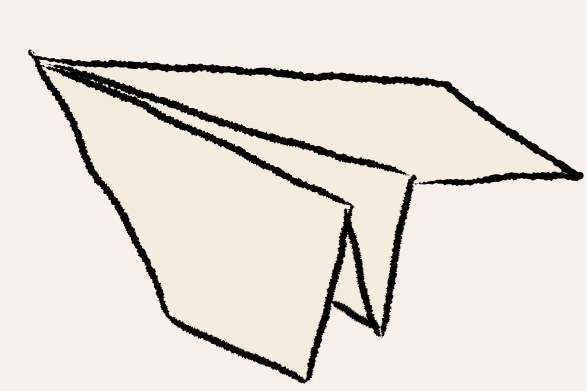
- Asks questions and listens actively
- Seeks mutual understanding
- Focuses on long-term outcomes

Strengths:

- Builds trust and strong solutions
- Encourages shared ownership

Risks:

- Takes more time and effort
- Can feel uncomfortable if you’re not used to it



K.N.U.C.K if you buck framework



K

Keep it direct (*clarity over comfort*)

N

Name the issue (*facts, not feelings first*)

U

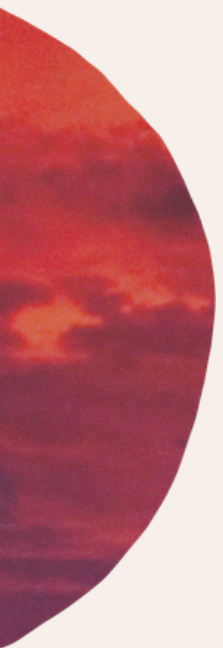
Understand perspective (*listen to learn, not respond*)

C

Collaborate on solutions (*shared ownership*)

K

Keep it respectful (*tone is everything*)





LET'S MAKE IT REAL

We're going to break into small groups and work through 1-2 scenarios using the **K.N.U.C.K** framework.

Role play the conversation with your group and rotate roles as the **speaker, reciever & observer.**

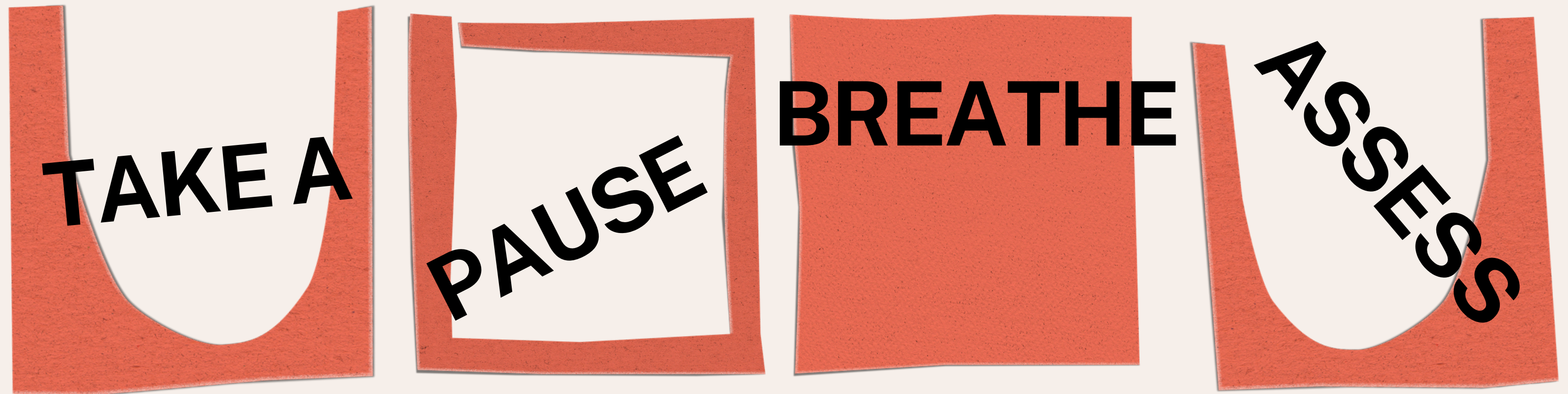


THE SCENARIOS

- A teammate not pulling their weight
- Miscommunication causing tension
- Someone dismissing ideas in meetings
- Low morale after goals were not met

emotional regulation

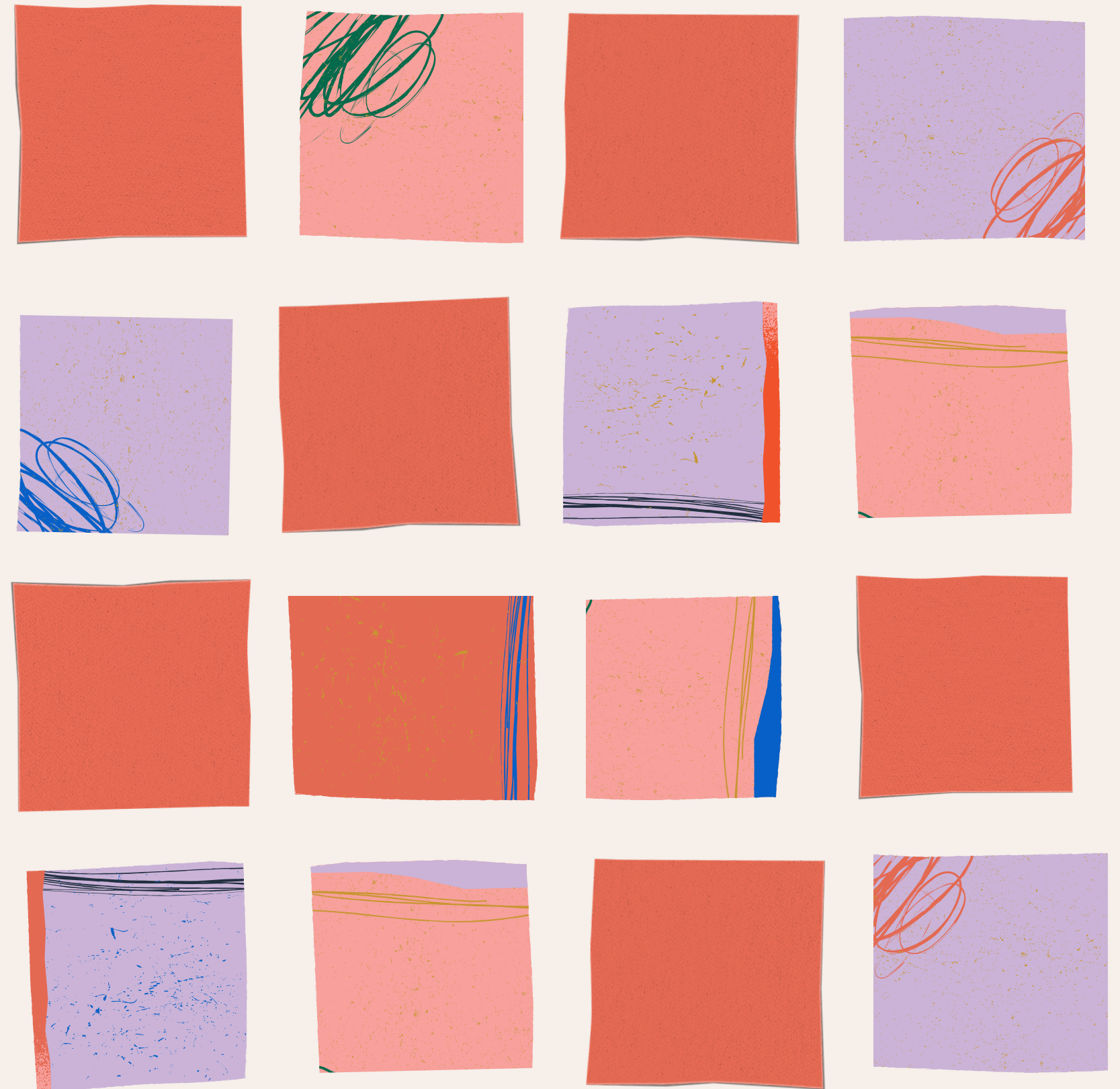
PAUSE PRINCIPLE



PERSONAL ACTION PLAN

Write:

- One conflict you are currently avoiding
- One sentence you can use to start the conversation
- One behavior you will commit to (listen more, be direct, etc.)



QUICK TIPS

What not to say...

✗ *“You always do this.”*

✓ *“I’ve noticed this has happened a few times, can we talk about it?”*

✗ *“That’s not my fault.”*

✓ *“Let’s walk through what happened so we can fix it.”*

✗ *“Calm down.”* (never goes well 😓)

✓ *“I can tell this is frustrating — let’s work through it.”*

Body Language & Tone

Defensive tone (arms crossed, short), Aggressive tone (pointing, intense)

Calm, collaborative tone (open posture)



FINAL MESSAGE...

“Strong leaders don’t avoid conflict—they lead through it.”

Your next challenge:

Have one real conversation
within the next 72 hours





THANK YOU!

let's connect...
Whitney S. Campbell on LinkedIn 