



AGGRESSION MANAGEMENT® SOLUTIONS, A VALUE ADDED

If Aggression Management® Solutions are to be measured by “hard-dollar” value, then we must compare the investment of Aggression Management® Consulting and Training with their resulting value in increased productivity and profits. We know that there is a direct correlation between employee aggression and productivity. We have the means to conduct an aggression audit, identifying and measuring the cost of aggression in the workplace and the increased productivity realized through Aggression Management® Solutions.

THE SYMPTOMS: employee and customer friction, tardiness, absenteeism, decreased productivity, increased employee and client complaints, higher turnover, lower quality of effort, presenteeism, loss of morale and motivation, lack of creativity and innovation, loss of loyalty to the organization.

THE DIAGNOSIS: Measurable workplace aggression.

THE CURE: *Aggression Management® Solutions.* Aggression in our organizations may seem like an intangible problem—but it has very tangible consequences for the organization it afflicts. In fact, the United Kingdom’s Royal Mail, has identified that the cost of “employee friction” (i.e. aggression) exceeds £247,000,000 per year. When there are aggressors in the workplace no one wants to be there. This causes tardiness, then absenteeism and finally turnover; all of which profoundly effect productivity.

The Center for Aggression Management®, has developed the means to identify, measure and manage aggression before conflict occurs so that it can be prevented.

WHY CHOOSE AGGRESSION MANAGEMENT®?

If our responsibility is the safety of those in our organization, isn’t it essential that we prevent hazard as opposed to waiting to react to it? If all we intend to do is to react to aggression we will, eventually, get someone who does not communicate verbally but instead communicates physically and “out of nowhere” strikes out; still worse, the aggressor may have a weapon and may use it.

Current methods for preventing aggression are not working! As we look at conventional means of managing aggression, we see topics like *Conflict Resolution*, and *Anger Management*. Conflict Resolution presupposes conflict; you are already reacting; you are already past any opportunity of preventing aggression. The problem with Anger Management is that we all measure anger differently and therefore experience and express it differently. There is no common denominator for us to measure anger; pursuant to the criteria popularized by Dr. Edward Deming, “*If you can’t measure it, you can’t manage it*”.

Aggression Management® teaches you how to identify the emergence of aggression before it becomes conflict, so that you can engage and prevent aggression in the first place. You will also learn how to measure aggression.



The Aggression Continuum™ illustrates aggression from its genesis (stress and anxiety) through its ultimate result (violence). One of its means of measurement is accomplished through monitoring the effects of increased adrenaline on the heart rate and the "non-verbal leakage" or body language and behavior that it produces both in an individual we are observing, as well as in ourselves. This permits a metrics-base means to manage this aggression. The emergence of aggression occurs both chemically (Primal Aggression Continuum™) and cognitively (Cognitive Aggression Continuum™). You will learn to track both processes in order to present a clear understanding of how to measure the emergence of aggression, foresee the possibility of conflict, thereby gain the ability to engage and prevent conflict from occurring in others, and in yourself. Diminish aggression and you not only create a safer workplace, you also diminish the tardiness, absenteeism, passive aggressive behavior and turnover caused by that aggression.

THE COST OF AGGRESSION

Illustrated below is the cost of aggression in one surveyed company. When asked to declare the number of hours lost due to aggressive behavior (late coming into work, early leaving work, taking additional time over lunch and calling in sick), employees' lost time added up to 4.8 days of lost productivity (absenteeism) per employee per year. This survey did not take into account the cost of turnover, presenteeism (an employee is present but distracted), passive aggressive behavior, increased employee and client complaints, lower quality of effort, loss of morale and motivation, lack of creativity and innovation, loss of loyalty to the company. These costs associated with absenteeism and tardiness often **go unnoticed** due to supervisors and managers ordering employees to "work it out among themselves" without any further documentation.

Cost of Aggression

Days absent annually due to aggressive behavior per employee (Absenteeism only)	4.8
Estimated cost per day per employee	\$182
Cost per year per employee	\$873
Number of employees	1,000
Total cost of aggression	\$873,408

Diminished aggression in the workplace not only saves lives but also yields greater productivity. Imagine a future where productivity is significantly enhanced and employee safety and satisfaction are at an all time high. All our Aggression Management® Solutions are fully guaranteed, so please take the time to study the details provide on this web site. Take the first step to an aggression-free workplace, review the comments made by other workshop participants below and/or call us at 800-260-7231.