

Managing Conflict in a Professional Setting

Directions:

Imagine you are working for a successful advertising firm in a large city. Your company handles many high profile clients and accounts on a day-to-day basis, sometimes causing a stressful work environment. Recently, members of your team have been disagreeing on how to handle the account of your most important client, a well-known cereal brand. Some team members feel the account deserves a more traditional campaign, devoted to long-standing fans of the product, while others believe the time has come to reach a new demographic by incorporating elements such as social networking and celebrity endorsements. The conflict has gained the attention of department managers. How would you try to resolve this conflict as a team member? As a manager? Write a short summary detailing this conflict and how you would resolve it. Be creative.

Include information about:

- A. The conflict and the differing opinions of the team members
- B. Different solutions for the problem
- C. Possible outcomes after applying solutions
- D. Any other information pertinent to the conflict or account.