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KNOWCONFLICT HELPS TEACHERS AND STUDENTS DEAL WITH AFTERMATH OF TERRORISM

Online Conflict Management Lessons to Help Students Process the Recent Tragedies

(Scottsdale, Arizona) – September 18, 2001 – In the aftermath of the tragic events that unfolded on September 11, is the stark realization that these events have hit a lot closer to home than we would like. Our government is doing all it can to make us feel more secure. Teachers and parents are reassuring children that everything will be OK. And most of us have some genuine concerns about things to come.

The psychological damage will continue and is unavoidable. Many of us want to do something. We all feel vulnerable, but unlike Pearl Harbor we don't have the "return address" of the bombers. As with any other conflict, the atrocities of September 11th present options. For most of us, however, the options are few. We're angry and frustrated, but whom do we confront?

The tragic events of September 11th have created yet another burden on our schools. According to Gil Blumenthal, Founder and Chief Executive Officer of *KnowConflict*, "Clearly there will be a need to deal with the inevitable conflict that terrorism brings to our country. Our conflict management program has been two years in the design and production. While none of us at *KnowConflict* dreamt that it would be needed in this context, it does address some important issues students will have to face in the event that cultural or religious interpersonal conflicts develop. A student may gain insight that will prevent a violent act. Or, they may simply stop and think before reacting."

KnowConflict, LLC, a Scottsdale-based company that develops and delivers Internet-based educational programs, currently is marketing a high school level conflict management program that helps schools effectively integrate conflict management into everyday learning.

Young people are just learning the art and strategy of conflict management. How are they supposed to deal with the conflict that terrorism produces? They must somehow process these events and their fears and make the rational out of the irrational. The "duck and cover" air raid drills of the 50's were child's play compared to the real devastation these young people are witnessing.

It is our responsibility to work with every young person and listen to what they have to say. There will be many difficult conversations in the days and weeks to come. Adults and children must work together to “solve the problem.” Seek outside help if necessary to process the conflict issues. Think of your alternatives and be wary of communications that contain anger and frustration, but shed little light on how to actually address the problem.

Conflict management lessons always stress some basics:

- Separate the people from the problem
- Think before you act - responding versus reacting
- Understanding filters and perspectives
- Thinking rationally when upset

All young people must be reminded that there are ways to deal with the events of the day that are positive and constructive.

According to Jim Layne, Founder and President of *KnowConflict*, “Let's disappoint those who want to hurt and demoralize us by working with our young people to help them understand and process their feelings and fears. It will be up to our leaders to get to the root of the problem. But as individual Americans we can “solve the problem” by being strong and working together. Whatever each of us elects to do – give blood, contribute money, say a prayer or hug a child – it will go a long way to resolve the conflict, both collective and individual, that we feel.”

Terrorism is as old as mankind, but it's a "new" type of conflict for most Americans. Most of us have quietly hoped that terrorism would be reserved for places far, far away. But just as the New York skyline will never be the same, neither will our collective psyche. All of us want, and need, to manage the conflict and frustration created by these events. But how can you manage a conflict you can't get at?

As adults, we will all work hard to get through these difficult times. We will manage this conflict as best we can. In our program we discuss various ways to deal with conflict. Perhaps in the case of terrorism, the “win-win” outcome is simply to do damage control and get on with life. We wholeheartedly agree with the experts that these events will take time to process and digest.

All of us at *KnowConflict* are dedicated to doing what we can to help.

About KnowConflict, LLC

KnowConflict, LLC was founded in January 2000 to create software products that support the teaching and learning of life skills, such as conflict management, via the Internet. From its office in Scottsdale, AZ, the Company plans to offer a variety of sophisticated educational products, including professional development programs. *KnowConflict* programs will assist individuals of all ages in dealing with the various challenges they inevitably encounter throughout their lives. All programs can be customized to deal with those events that produce conflict and stress at school, work and in everyday living. For more information about the Company and its programs, visit www.knowconflict.com or call Gil Blumenthal at (480) 951-2157.

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