

### **Confront Conflicts for Co-Creation: a 4C approach!**

You think every conflict is a personal attack. Instead of listening, you start defending. You fight to be right instead of trying to understand. You immediately focus on a solution rather than listening to your wicked problem.

You think communication is about winning, but real communication isn't a competition. Every time you turn a conflict into a battle, you lose more than you win. You're not building bridges—you're destroying them.

You're not always right. If you can't handle that, you're going to push everyone away.

So stop. Stop transforming conversations into stalled conflicts. Stop fighting battles that don't need to be fought. Start learning to listen, not just defend. Start embracing an open design systems approach to untangle complexity, fostering constructive dialogues in an open space with the Preferendus as support in the middle. Start instead confronting conflicts as opportunities for co-creation, towards a best-fit-for-common purpose within socio-physical reach.

*'To behold yourself in others will build new worlds.'*