

TIPS & SCRIPTS TO CONFRONT AN EDI

1. **Take the high road.** Some EDIs are urgent or necessary so assume the best intentions. Empathetically say something like, "That sounds important. I can come back later if you need to respond to that call or text."
2. **Spell it out.** Specificity leads to results. Rather than making vague requests, set specific boundaries. Say: "We need your full attention in this meeting, so please turn off your cell phone."
3. **Illuminate the impact.** Describe the consequences of an EDI rather than blast your judgments about another's moral compass. Say: "Your screen light is disturbing my experience of the performance. Would you please turn it off? Thank you."
4. **Take heart.** Don't measure your influence by whether or not people immediately comply. Your intervention registers as disapproval and helps in the slow establishing of new norms.
5. **Let it go.** If you've employed every tactic and the offender fails to comply, let it go. Unless the situation will continue for an extended period of time or your safety is at risk, you're better off just moving on.

ABOUT THE RESEARCH. The study collected responses via an online survey of 2,025 individuals in February 2014. Margin of error is approximately 3%.

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New research from Joseph Grenny, author of the *New York Times* bestseller *Crucial Conversations*, shows **89%** report damaged relationships as a result of the insensitive or inappropriate use of technology. And yet, most suffer silently.

According to the study of 2,025 people, 9 out of 10 report that at least once a week, their friends or family stop paying attention to them in favor of something happening on their digital devices. And 1 in 4 say Electronic Displays of Insensitivity (EDIs) have caused a serious rift with a friend or family member.

So what do we do when confronted with such blatant EDIs? According to the survey, most of us do nothing. Specifically, 1 in 3 people admit to coping with EDIs by simply ignoring them.

However, what happens when repeat offenders are your spouse, child, best friend, or coworker? Even with close relationships, people still struggle to speak up. In fact, nearly 2 out of 3 have no idea how to effectively reduce the impact of others' inappropriate use of technology. Those who say nothing give their silent approval of insensitive and bad behavior.

The research confirms that without a set of skills for quickly and candidly confronting EDIs, the prevalence and severity of insensitivity will continue to grow. However, the survey identified a few who were skilled at speaking up. This vocal minority found ways to reduce the negative impact of EDIs on their relationships.

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KEY RESULTS

87% say EDIs are worse today than they were just a year ago

90% agree people should not answer text messages or check social media profiles in public

And yet, **93%** regularly witness someone committing an EDI while driving a car

67% witness EDIs at the dinner table

52% witness EDIs during a customer service interaction

35% witness EDIs while at church

25% witness EDIs while in school