

The BRAVE Framework

Cultivate Confidence in every Conflict

A Simple yet Powerful Step-by-Step tool to handle conflicts so that you can build trust, strengthen relationships, and walk away from tough conversations feeling confident and respected.

How would you like to ably shift from tense stand-offs to meaningful resolutions—whether you're negotiating project timelines, setting boundaries with colleagues, or addressing sensitive topics with clients.



@alexandraganson

LET'S GET THINGS STRAIGHT

Conflicts are inevitable, but your response to them can make or break relationships at work and beyond.

Using the BRAVE Framework, you'll develop the tools to confidently handle conflicts while building trust and respect with others.

Expect to feel more assured, valued, and equipped to foster productive dialogues that create lasting resolutions.

By using this tool, you will:

Develop Unshakeable Confidence:

With the BRAVE Framework, you'll stop second-guessing yourself in tough conversations and learn to communicate assertively, regardless of the situation.

Reduce Misunderstandings:

This framework helps you navigate cultural and personal communication differences, minimizing conflict and fostering respect.

Become a Skilled Problem Solver:

Gain the confidence and clarity to resolve conflicts constructively, enhancing team harmony and mutual understanding.

Boundary Response And Vocal Empowerment (BRAVE)

B: Be aware of your boundaries

For a value-based boundary setting approach, be aware of what your core values are:

Most common values:

- Authenticity
- Hard work
- Dedication
- Commitment
- Empathy
- Creativity
- Rationality
- Integrity
- Honesty
- Independence
- Tolerance

R: Recognize when your boundaries are crossed

Ask yourself -- when was the last time you felt any of these emotions in any of your relationships?

Common signs when your boundaries are crossed:

- Discomfort
- Embarrassed
- Resentment
- Anger
- Offended
- Frustrated
- Disrespected

Boundary Response And Vocal Empowerment (BRAVE)

A: Affirm your boundaries with a signature response

Assertive Ally Affirmation:

“I feel _____(actual feelings, not thoughts) when you _____ (specific and non blaming description of observed behavior) because _____ (how this affects you/a need of yours that is not met). Are you willing to _____ (what you want them to do instead). “

(Based on the NonViolentCommunication model by Dr. M.B.Rosenberg, PhD)

Example:

“I feel frustrated when you interrupt me during meetings because I feel like what I have to say is of little value. I need a chance to express my ideas freely. Are you willing to let me finish speaking before offering your comments?”

V: Visualize and practice assertive responses

Envision yourself confidently expressing your needs and desires in specific situations, focusing on your tone, body language, and overall assertive demeanor.

E: Employ your assertive ally affirmation as needed

Apply your assertive ally affirmation each time you feel the need to do so. Adjust the language and approach depending on the context. Remember, this is about communicating your boundaries in a way that also respects others. You should not hesitate about using this tool when the need arises.

In conclusion

Setting boundaries is just the beginning.

By defining and upholding your boundaries, you're building a foundation for healthier relationships, reduced stress, and a work environment where assertive communication can truly thrive.

This shift enables positive, respectful interactions that strengthen your influence as a leader.

Assertive communication empowers you to express ideas and opinions clearly and confidently, fostering a collaborative space where all voices are heard and valued.

If you're ready to take the next step and unlock the skills to become an even more effective, influential leader, let's talk.

Book a call for [Lead with Clarity](#), and discover how to lead with confidence and impact.

"Despite having worked in my industry for more than a decade, I felt unappreciated and underestimated. I was no longer happy in my professional life and this was somehow affecting also my personal one. I was hoping to develop some practical techniques to overcome my sense of inadequacy, and I certainly achieved that. Alex is empathetic, she listens extensively and personalizes the advice and strategies she offers. I found the strength to reject impositions and say things my own way. This also contributed in finding the courage to leave a workplace that no longer reflected my development needs. Today, when challenged, I no longer doubt myself as the first option. I feel much more confident when I make a speech."

- Cristina G., Director, Hospitality

Hi,

I'm Alexandra Ganzon

As a Communication Coach, I empower women in leadership to communicate with clarity, confidence, and impact—transforming how they express themselves professionally and personally.



I founded this business because I understand the unique challenges of communicating effectively in a non-native language. As a Filipina working in Italy's fast-paced, multicultural environment, I know firsthand the frustration and limitations that can arise when you're unable to fully express yourself.

My approach to assertive communication is rooted in setting personal boundaries and building confidence from the inside out. Many coaches start with language techniques, but I believe true assertiveness begins with a deep understanding of your own boundaries. By prioritizing this crucial step, my coaching helps non-native English-speaking women navigate complex professional dynamics, empowering them to lead with confidence and authenticity.

This journey is more than just mastering a language—it's about transforming how you show up in the world, how others perceive you, and, most importantly, how you feel about yourself. Confident self-expression enhances your influence as a leader and impacts your overall performance and fulfillment.

If you'd like to explore how we can work together, feel free to reach out at thealexandraganzon@gmail.com or connect with me on LinkedIn.

Here's to your journey toward powerful, authentic self-expression!

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