

The BIFF Method for High-Conflict Situations

BIFF is a proven communication strategy from high-conflict resolution work. It helps you keep interactions calm, clear, and productive. It stands for;

B — Brief

Keep responses short and focused. Don't feed drama with long explanations.

I — Informative

Stick to the facts. Share relevant info without engaging with personal attacks or emotional bait.

F — Friendly

Use a calm, polite tone. This lowers tension and models professionalism.

F — Firm

State your boundary or decision clearly and respectfully. Avoid arguing or over-justifying.

Example: A colleague repeatedly asks you to cover their shift, without ever reciprocating.

- **Brief:** "I understand you're in a bind."
 - **Informative:** "I'm unable to cover your shift due to commitments."
 - **Friendly:** "I hope you find someone to help."
 - **Firm:** "I won't be able to assist this time."
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Best For:

- Gossip
- Escalating emails
- Setting boundaries
- High-emotion interactions
- Workplace tension

Adapted from "**BIFF: Quick Responses to High Conflict People, Their Hostile Emails, Personal Attacks and Social Media Meltdowns**" by Bill Eddy