

The Concept of Friction

How we turn tension into transformation

Friction happens when differences, pressures, or misunderstandings rub against each other. It can feel uncomfortable or even painful. But friction is also a natural part of human interaction — and when handled well, it becomes a spark for growth, connection, and transformation.

Everyday Friction

Small misalignments we all know: missed cues, forgetting details, feeling rushed or unheard.

Difficult Friction

Tension with conflicting needs, misinformation, or power dynamics.

Transformative Friction

When met with patience, reflection, and connection, friction creates stronger bonds and new practices.

Why Friction Matters

- **Unavoidable:** Friction isn't a sign of failure — it's a sign of contact.
- **Directional:** Left alone, friction burns people out. Addressed well, it points toward alignment and innovation.
- **Humanizing:** Sharing “out of sync” moments can build bridges, empathy, and trust.

Working With Friction

The key is not to eliminate friction but to navigate it. Tools like **Check, Clarify, Connect** turn moments of rubbing into opportunities for reflection, self-advocacy, and shared solutions.

