

Mind your language

By Indira Kennedy



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Success is the result of your imagined dreams and goals. The form this success takes, and the level of 'match' you achieve between what actualises and what you envision is dependent on your own commitment to those dreams - how you think about and how you express this commitment.

The business of language

What does this mean for business? Translate this principle - what we think is what we create - across to the business environment and it's evident that how we speak about ourselves, our staff, our current level of success, our aims, will all influence how successful that business will be in the future.

Much of what we think and say comes from our system of beliefs entrenched within from years of conditioning on all levels. Therefore you need to question if a belief is serving you now. Does it empower you towards success? If it doesn't - change it, right now.

You deserve the best

Staff deserve the best, so do our clients, suppliers, our partners. Find out what your staff want in their lives. Their personal goals will always override your own and your business goals so allow them to be incorporated by supporting them and finding ways to make them compatible.

Ensure that all areas of your business are doing well and everyone feels supported. If one area of your business is lagging it will hold back the rest, so work as a team to boost areas that seem to be stuck in some way.

Success tips

Watch your internal dialogue and the sabotaging scenarios they create. Change the scenario instantly into a positive, clear, fulfilling picture and keep it in full focus until you can feel your internal physiology change.

Our true nature is to be happy

Resolve conflicts, release the past, let go of anything that is keeping you from progressing. This also means giving due

consideration to these negative nagging and finding the way to dissolve them. Asking, 'What specific action can I take to create more flow in this area?' is a useful way to take a positive, proactive stance in seeking a solution.

"Create clearer communication that brings desirable outcomes more easily and effectively"

Think of your business as one big flow of energy that has a natural cycle. Identify where its energy is blocked and focus on freeing it up again.

Mind your language

Often when we're coaching staff we'll unconsciously use words that contain an inherent negative rather than an absolute. For example, 'unlimited' contains 'limited', 'endless' contains 'end', others are 'infinite' and 'boundless', all for much the same meaning of something expansive. Using words like this create a conflict or a sense of working against something, which takes more energy immediately. Apart from which we've just sown the seed for the negative - remember the mind only knows what you tell it!

More empowering, energising and direct words would be 'absolute', 'complete', 'total', for the same meaning or effect. It takes practice to be vigilant about our choice of language. It's worth it to create clearer communication that brings desirable outcomes more easily and effectively.

Language tips

- Ban complaints and criticisms - insist on discussions and solutions
- Be specific, don't use fluffy language and generalisations
- Use superlatives for positives, diminutives for negatives

- Use 'and' in preference to 'but'
- Speak about your successes
- Don't spread 'mistake' rumours, speak about where to go now
- Share goals with enthusiasm regularly, daily
- Say 'thanks' a lot
- Use 'will', 'must' in preference to 'can't' and 'should'
- Ban workplace gossip and put downs

Being responsible

What kind of image do you project to your colleagues? It takes diligence and commitment to watch your language. Pause before you speak, allow for silence, test the value of what you're about to say by asking if it is of use, the truth, hurtful, or even necessary.

Ultimately my choices affect my health and my wealth, so what am I prepared to risk through being negative for too long? Being positive, happy, optimistic and successful bring these very results.

Do everything you can to maintain a high level of physical, emotional and mental energy so that you are accessing the very best within you. Choose the best, think the best and be the best. For your own sake, mind your language. ♦

Indira Kennedy is founder of Perfect Medium, a consultancy for the philanthropic and commercial sectors. She has a major in psychology and has taught many self-empowerment workshops over the past 12 years, incorporating these practical strategies into her own business life.

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