

October 2000

TO: Executive Addressed

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RE: Transforming Audience Attitudes: Positive Success Principles

Positive attitudes, behaviors, and language are critical control ingredients in transforming audience attitudes. Here are seven powerful principle-based techniques and behaviors management must use if it truly hopes to redirect, redefine, and refocus how audiences think, speak, and behave.

1. Be constructive. (Constructive Behavior)
 - Seek to make and solicit positive, constructive suggestions, every day.
 - Seek out useful questions to answer every day.
 - Critique performance constructively.
 - Help others benefit more than you do.
2. Be positive. (Positive Behavior)
 - Notice the good things people do.
 - Acknowledge the positive work of others.
 - Use positive declarative language.
 - Reduce the use of negative language.
 - Eliminate negative emotional words.
3. Be prompt. (Prompt Behavior)
 - Do it now.
 - Ask it now.
 - Answer it now.
 - Fix it now.
 - Sell it now.
 - Keep the positive pressure on.
4. Be outcome focused. (Focus on the Goal)
 - Focus on today and tomorrow.
 - Commit to forward momentum.
 - Set realistic, sensible, achievable goals.
5. Be reflective. (Seek to Learn, Everyday)
 - Mine positive lessons from adverse situations.
 - What one or two key positive lessons can you draw from recent adversity?
 - What could you have done to make something better?
 - Could you have conducted yourself differently, more consistently?
6. Be pragmatic.
 - Make your forecast achievable.
 - Help others achieve their goals.
 - Forecast underwhelming results.
7. Relentlessly seek positive incremental improvement everyday.
 - Break problems into solvable parts.
 - Resolve each part promptly.
 - Prepare for luck and the big break

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