

## **TOWARDS & AWAY FROM FOCUS LANGUAGE**

### **AWAY FROM**

Focus is on avoiding problems, identifying gaps and language is largely focused on what they don't want. Can easily forget to consider solutions to the issues they raise.

- 1.** I don't want to...miss the deadline for finishing the project.
- 2.** The problem with that is...
- 3.** We need to avoid customers complaining about poor quality service as they won't come back.
- 4.** Don't forget to...
- 5.** Stop making commitments that you can't keep.
- 6.** I don't want to be micromanaged
- 7.** Your idea sounds good BUT the issue with doing that is...
- 8.** We're very likely to miss the quality and productivity kpi's this month.

### **TOWARDS**

Focus is on moving forward towards a goal, achieving, delivering, improving and succeeding. Can easily overlook risks to avoid due to eagerness to get going.

- I want to...finish the project by the agreed timescale.
- The solution to the problem is...
- It's important to focus on delivering high quality customer service so customers come back.
- Remember to...
- Only make commitments that you can keep.
- I'd appreciate some freedom to...
- Your idea sounds good AND it might be improved by....
- What exactly can be done to ensure we achieve the quality and productivity kpi's this month?

By noticing your own current focus, and then other people's too, you can significantly improve your ability to communicate more flexibly and impactfully.

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