



REPRINT GUIDELINES

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Change your words, change your perspective

When I was researching what to write for my new website, I came across examples of how people present themselves differently to how we might think.

For example, Tesco's doesn't call itself a supplier but rather 'a buyer on behalf of our customers.' That small difference in words is a major difference in perspective it changes from *pushing* people to accept what you offer to *pulling* people towards you because you have what they want.

Harley Davidson's senior executives describe their job as "selling to 43-year-old accountants the ability to dress in leather, ride through small towns and have people be afraid of them."

That changes the angle slightly of someone just selling 'cool' bikes, doesn't it? And it's so true!

Another company operating in the US as a computer support and repair service, calls itself The Geek Squad. It has its employees dress up as indomitable comic book heroes, and inspires confidence in the customers whose computers it has come to repair. Their 'agents' have the mission to "seek out and destroy villainous computer activity". It sounds like it must be fun to work there. Compare that to a similar company that promises 'quality repair technicians offering a reputable service at a reasonable price' it doesn't have quite the same ring, does it?

A friend of mine wasn't particularly enjoying his job but needed the money and felt he had to stay on for at least another 12 months. So he decided to call his salary cheque his 'freedom fund' and just by doing that, he changed his whole attitude to his job (he still didn't like it (!) but it wasn't so bad any more as it was giving him the means to add to his freedom fund and ultimately escape, which I'm pleased to say he did).

As for me, instead of the 'training consultant and performance coach' I once was, I am now 'a translator' (I do happen to be a linguist but that's not what I mean) I translate the so-called soft people skills into hard business results*. Now I mean business!

So what words could you change in your life to add meaning, change perspective, have more fun? How about saying 'TGIM' instead of 'TGIF' for starters and notice what happens to your Mondays from now on?

* Tony Highland of Barclays Bank used this analogy to describe what he does. I liked it!

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Barbara Buffton was a qualified careers adviser who one day decided to take her own advice and change her career! She has had four books published, including *The Which? Guide to Choosing a Career* (1998).

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