

PARTNER POWER

"We need you."

By Ron Kaufman

It is traditional to greet new staff with words like "Welcome aboard." For added impact, add three more words: "We need you."

S.Y. heard about this at leadership training and tried it with the next person he met who was new to his organization.

"Welcome aboard," he said. "We need you."

The effect was immediate. "I said those few extra words and could feel a difference in this person right away. He could see the importance we gave him and his drive increased on his very first day. These simple words are boosting and do make a difference."

Try it with the next "new person" you meet:

"Welcome aboard. We need you."

Key Learning Point: The way you say whatever you say can have a big impact on your company culture, colleagues and customers.

Action Steps: Try this now: Say "YES" and see how you feel. A bit more energy? A pulse of possibilities? Ready to take some action? Now say "NO". How do you feel? Everything stops, cold. (Go ahead, try it.)

Consider the words and phrases you use with customers, colleagues, family members, and friends. Do they lift you up or let you down? Turn people on, or turn them off? Observe closely, listen carefully, and then choose your language wisely.

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