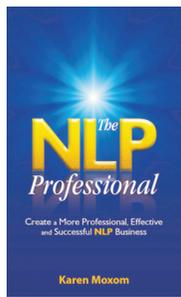


# REPORTER EXPERTS

## THE BEST ATTITUDE FOR SUCCESS

KAREN MOXOM IS THE MANAGING DIRECTOR OF THE ASSOCIATION FOR NLP AND WINNER OF HERTFORDSHIRE WOMAN OF THE YEAR 2009. READ ON TO DISCOVER HOW YOU CAN CREATE THE RIGHT ATTITUDE FOR SUCCEEDING IN BUSINESS...



Neuro Linguistic Programming (NLP) could be defined as 'the study of how to develop the best attitude for success'. It is a vast subject and having some understanding of NLP can make a big difference to many areas of your

business, from improving communications with clients, suppliers and staff to setting (and achieving) well formed outcomes and realistic goals; NLP skills are regularly used for team building, conflict resolution, presentation and confidence issues and improving leadership and management.

The principles which form the foundation of NLP have been modelled from key people who consistently produced superb results, as well as from systems theory and natural laws.

As well as a set of powerful skills, NLP is a philosophy and an attitude that is useful when your goal is excellence in whatever you do.

I invite you to discover what happens if you simply act 'as if' the following statements are true and adopt these attitudes in your own business...

### **There is no failure, only feedback.**

What seemed like failure can be thought of as success that just stopped too soon. With this understanding, we can stop blaming ourselves and others, find solutions and improve the quality of what we do. After all, how many times did Edison 'fail' in his dream to invent the light bulb, before he actually succeeded?

Tip: One of the most valuable ways you can improve your own business is by accepting feedback as free consultancy advice and being grateful for the opportunity to make positive changes.

### **If what you are doing isn't working, do something else.**

Flexibility is the key to success and being able to adapt and change your approach to your business means you can be far more proactive in a business environment. This is one of the failings of a large business and governments, because they are unable to react quickly to changes in society. The person with

the most flexible behaviour generally exerts the greatest influence on others, because of their ability to adapt quickly to change.

Tip: Be aware of business scenarios where you may just be repeating the same routines and finding they are no longer working for you. Be prepared to make changes to your own behaviour in order to create more success in your business.

### **You cannot not communicate.**

Everything about you – your appearance, your voice, your website and your actions are all communicating something about you and your business all the time. In fact, during a face to face conversation, the actual words you say account for a mere 7% of your total communication, with voice tonality and body language making up the other 93%! Whether you turn up for a business meeting early, on time, late... or not at all, communicates something to the person waiting to meet with you.

Tip: If you wish to project a professional image to your potential clients, make sure everything about you conveys professionalism – your business stationery, your website, your personal appearance, your office space... and your social media communications!

### **The meaning of your communication is the response you get.**

While your intention may be clear to you, it is the other person's interpretation and response that truly reflects the effectiveness of your business messages. NLP teaches you the skills and flexibility to ensure that the message you send equals the message your potential client receives.

Tip: If your marketing, advertising and sales pitches are not generating the results you are hoping for, then ask a friend to listen to you, or read your copy. You may find tweaking something very simple clarifies your messages and increases interest in what you have to offer.

### **Choice is better than no choice.**

Having options can provide more opportunities for achieving results. Sometimes, we can get very fixed into believing there is only one way of achieving an outcome or goal...and become blinkered to other possibilities

and opportunities which may just achieve the same results.

Tip: When setting goals, always be aware that there may be more than one way of achieving those goals. Keep your options open and look for as many creative and different ways of achieving your outcomes as you can.

### **All behaviour has a positive intention.**

This is sometimes very hard to accept, especially when the behaviour of your client, supplier or member of staff is having a negative effect on you! When we understand that other people have some positive intention, for themselves, in what they say and do (however annoying and negative it may seem to us), it can be easier to stop reacting to their behaviour and start to move forward.

Tip: If you know someone in your business who is having a negative impact on you, or your staff, then think about what they are actually trying to achieve by behaving in that way. It may be simpler than you realise to change another person's behaviour by dealing with their underlying intention.

### **Be 'at cause' and take responsibility for your business**

When you are 'at cause' you have power and choice because you are taking responsibility for your actions. The opposite of this is being 'at effect', which is where everything is always someone (or something) else's fault and you have no control over the circumstances you find yourself in. You always have some control in every situation, even if it is only to be able to choose the way you behave, think or respond.

Tip: Think about business situations where you may have been a little too quick to hold circumstances responsible for the level of success achieved. What could you have done differently to change the results, even if there were external factors involved?

So if you have your sales training, your marketing and your finances already sorted, but there is still something stopping you reaching the next important business goal, have a go at applying these principles to your business...and see what happens.

To discover more about NLP visit [www.anlp.org](http://www.anlp.org)