



Lesson 08: Positive Communication:

1. Choose positive phrasing instead of negative

Examples

Don't say: "The damage won't be fixed for a week."

Say: "You can pick up your car next week."

Don't say: "The enclosed statement is wrong."

Say: "Please recheck the enclosed statement."

2. Avoid negative words – use positive words in a negative form instead

Examples

Don't say: "I think that's a bad idea."

Say: "I don't think that's such a good idea."

Don't say: "It's too expensive for us."

Say: "It's not as reasonable as we had hoped."

People react better to positive sounding words, even if they are used with a negative auxiliary.

3. Use modifiers to make things seem less or smaller

Examples

Don't say: "This will cause a problem for us."

Say: "That may cause a slight problem for us."

Using 'slight' here helps the speaker to be softer. Phrases like "a bit of", "sort of", "kind of" have the same effect.

Practice: Re-write the following negative statements.

Your product sucks.

You guys have the worst customer service.

There are too many mistakes on the report.

I need to speak to someone competent enough to fix my problem, because you obviously can't.

What you are asking for me to do is impossible. I can't do it.