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LEADERS Language

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When you change your THINKING you change your BELIEFS.

When you change your BELIEFS you change your EXPECTATIONS.

When you change your EXPECTATIONS you change your ATTITUDE.

When you change your ATTITUDE you change your BEHAVIOR.

When you change your BEHAVIOR you change your PERFORMANCE.

- *Unsuccessful* people focus their thinking on survival
- *Average* people focus their thinking on maintenance
- *Successful* people focus their thinking on progress.

“Nothing limits achievement like small thinking; Nothing expands possibilities like unleashed thinking.”—William Arthur Ward

“You are today where your thoughts have brought you. You will be tomorrow where your thoughts take you” -- James Allen

The TOPIC: Abundant Thinking

“What you are doing speaks so loudly, I can’t hear what you are saying” -- Mary Kay Ash

“Actions speak louder than words” – Mother

There are no “time outs” in leadership! The fact is... we are leaders 24/7 and people are watching what we DO more often than listening to what we are saying.

Leader’s Language is the unspoken communication that is transferred through our actions and is communicated as a result of our beliefs.

So often a *Leader’s Language* doesn’t match the Leader’s words. As a leader in our business it is important to evaluate how our actions “match” our words. To think *abundantly* is essential to our success. We hear it often from those who we deem successful. It might often be perceived that to think abundantly means to set lofty goals, and to aspire to greater heights. But thinking abundantly in relation to the “little things” is more important than a lofty goal, or aspirations to greater heights.

To *THINK ABUNDANTLY* is more than thinking about *Achieving*. To think abundantly should lead to an attitude of abundance that is directly linked to the way we communicate the *possibilities* to those we lead.

When we are discussing the possibilities that are associated with our business we often speak of unlimited “financial” resources. It is a fact that there are no limits on the financial rewards that can be experienced by those who are willing to do the work, to produce the financial rewards. It is not really whether we “can or can’t” it is really a matter of whether we “will or won’t”. The results come from the choices that we make daily as to how to use the time we have to produce the results.

Have you ever really given thought to the *LEADER’S LANGUAGE* in regards to *ABUNDANT THINKING*?

Leader’s language is much like body language in that it is a form of communicating without words. It is subtle but recognizable to those around us.

Many times what we are saying is not what we are communicating through our Leader’s Language.

As a leader in this business I think it is important that we transfer through our language as well as through our words. Transferring information or what we know to others is effective communication.

It has been my observation over the years that most people who aspire to success in this business define “success” based on a perception of “lifestyle”. Most of the successful leaders have attained or achieved a “lifestyle” through the financial rewards that others look to and aspire to in their own business. If it is an *abundant lifestyle* that we want we have to transfer or communicate both through our actions and our words to help others achieve for themselves the “success” that they have defined for themselves.

Often I observe a leader saying one thing but transferring through her leader’s language another. As women, I am sure that we are thrilled when we truly discover a “good bargain”. But as leaders I believe that we need to discern between a “good bargain” and “cheap”.

It is important that as leaders we are good stewards of the resources that we have, and we have a responsibility as leaders to help others manage their resources as well. However, I believe that we often transfer a message through our language that doesn’t match our words. This I believe is connected to our level of belief in the possibilities that we so often talk about.

I believe that as leaders, we often transfer or send a message based on our own mistakes or circumstances that we have created through the choices that we have made, and many times that message that we transfer, is:

“You can’t make the money that you need to make, therefore I will help you think small, and we will look for the best bargain available.” Or...

“I won’t promote this particular... because I know that they can’t afford it”... Or...

“I will announce this, but I am not going because I can’t afford it”

The result is that through your words you are talking about possibilities and financial rewards as you bring a person into the business, and very often you immediately begin to “protect” them from costs, and finding the cheapest way, and your language is communicating your personal doubts.

It is important for me to acknowledge to *myself* that I have made many mistakes with the resources that I have been given. It is also important for me as a leader to *acknowledge that I have learned from those mistakes*, and want to help others as they travel their journey.

Often as leaders we presume that we have a right to “protect our people” so we go about protecting them rather than communicating effectively and allowing our people to make choices that are beneficial to them. *As a leader you are not responsible for your people, you are responsible to your people.* There is a difference, and your thinking as a leader affects the abundance that you bring to your business through effective communication.

I am often reminded that people in my area, won't tell me that “*they can't afford*” to do something. It is a fact that I don't buy in to that particular excuse. It is my belief that in this business we “can afford” to do anything that we really want to do. The financial possibilities are endless when we are willing to do the work to produce the income. It is also a fact that the real statement in regards to this issue should be worded...

“I choose not to do the activity that would produce the income that would allow me to afford to...”

Let's look at some specifics in regards to the Leader's Language related to *ABUNDANT THINKING*, or *lack of ABUNDANT THINKING*.

- 1. There is an upcoming event... Your thinking is that your people should participate, because you know the experience will expand their vision, but...**
 - a. You haven't managed your resources well and you see that the expense involved is going to put a strain on your own situation.**
 - b. You haven't taught *Income management* and introduced a *budget* in regards to costs of doing business, because you are not willing to use one yourself. That particular subject is not included in your education for your people.**
 - c. You haven't personally generated the activity necessary to give yourself and your family financial comfort, therefore your assumption is that those that follow you are not doing it either.**
 - d. You have been to so many of these types of events, and nothing has really changed for you, but...hope springs eternal, and one of your people might catch the vision...so you announce it. You don't promote it, you just announce it.**
 - e. You take the “few” who have decided to attend and spend much time and energy on making it as “cheap” as possible. You find the least**

expensive place to stay, you plan to arrive late or leave early to “save”. You discount comfort and convenience and pile as many people as possible in to a car or hotel room to “save” them (or yourself) money.

- f. You question *every* cost associated with the event and evaluate whether you perceive that it is “worth it” “or NOT”, and make decisions for your people based on your opinions.
- g. **YOU SEND THE MESSAGE THROUGH YOUR LANGUAGE...**
You can’t really make any money at this... so we have to go cheap.

The result:

Your thinking affects your language, therefore you don’t get the response that want, you get the response that you are expecting which confirms the thoughts that you are thinking!

Therefore instead of allowing vision to propel action and result in productivity, resulting in more financial rewards for both your people and yourself, as a result of that particular event, you confirm the thinking that led to the problem in the first place. And the cycle repeats itself over and over and over again.

The “I can’t afford it mentality” is the *language* spoken, but the *words* continue to be about *possibilities*. This language leads to doubts both on your part and on the part of your people as to the true possibilities that await those who are **WILLING** to do the work to produce the income.

Let’s look at another example:

2. You have a decision to make in regards to your meeting space. You are considering making a change (for whatever reason) so you begin to evaluate “what you **THINK** you can afford”.

- a. The attendance has dropped off and the few people that are attending are not really *that* consistent, therefore the costs can’t be much or “I can’t afford it.”
- b. I don’t really think that I should “charge my people” for a meeting, therefore I can’t really afford a really good place.

- c. I'll wait until I have more people attending before I decide to get a really nice place, for now "I will do what I can afford and meet in my home".
- d. I want to bring in some really professional women that want to build a business, and when I do then I can afford to have a nice meeting place.

The result:

The Sales Meeting becomes more of a social occasion. Image slips because "we are in my home" and nobody really sees us. Consultants come when it is convenient because it really is not "a business building" event. The professional women that you would like to attract, are not really attracted because it is not really a "professional" environment.

Under these circumstances the numbers probably will never really grow to the place where you "feel" like you can afford to make the move you expected to make. The productivity plateaus and doesn't grow therefore your income doesn't grow either.

Your doubts and thinking are confirmed. So nothing ever really changes and your energy is depleted because of the relative inactivity on your "people's" part.

You never make the move that would have made the difference.

Application to your Leadership:

- 1. Work on evaluating how you "think" and as a result what you "believe".**
- 2. Observe the response that you get versus the response you expect the next time you make a decision in regards to "what something costs" that you would like for your people to do.**
- 3. Observe Leaders around you, evaluate where they are, in relation to where you want to be. Are they achieving the level in their business that makes you aspire to more, or are they basically where they were when you first met them. Take notice**

of their “thinking” and “words” in regards to costs. Are they constantly looking for “less expensive or cheap”.

4. Try a different approach the next time that you are *tempted* to protect your people from *costs*. Observe and evaluate if there is a difference in the response as a result of your different approach.
5. Evaluate your own beliefs in regards to financial return for the time that you invest to do the work for the financial gain you expect. Ask yourself, if your beliefs, affect the way you think about your people.
6. Work on your own thinking... do you believe this statement, “I can afford to do anything that is important to the growth of my unit or my business, by investing my time and my money to make it grow.” Or do you really doubt it? Are you transferring that doubt through your leadership language?
7. Evaluate your personal business practices in regards to Income management and your business budget.
8. Make changes and adjustments so that you can expand your thinking.
9. Transfer your belief in the “possibilities” through the actions and attitudes that you communicate.
10. Evaluate your modeling for your people. Are you leading by example and modeling the behavior that you would like to see from your people?