UNLEASHING THE POTENTIAL

(B)LOCKED IN NEGATIVITY

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“We’ve tried it all before, this won’t work…”
“You always come up with such unrealistic ideas!”
“We haven’t got the resources…”
<table>
<thead>
<tr>
<th>RESPONSE (flight/fight)</th>
<th>IMPACT</th>
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<tbody>
<tr>
<td>Neglect</td>
<td>• Frustration (people’s concerns are not addressed)</td>
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<td></td>
<td>• Commitment compromised</td>
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<td></td>
<td>• Efficiency questioned (concerns will reappear later)</td>
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<td></td>
<td>• Trust &amp; respect eroded</td>
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<td>Divert attention to something positive:</td>
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<td>“But we’ll expand to a new segment – old people - with this new feature ...”</td>
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<td>Comfort:</td>
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<td>“It may look difficult now, but it’ll get easier with time ...”</td>
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<td>Criticise the criticiser:</td>
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<tr>
<td>“You shouldn’t be so critical – stay positive!”</td>
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What if we could mobilise the energy trapped in criticism?
Criticism is a tragic expression of an unmet value/quality/need

Adapted from the Nonviolent Communication Model by M. Rosenberg
<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>VALUE/QUALITY/NEED underneath</th>
</tr>
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<tbody>
<tr>
<td>“We’ve tried it all before, this won’t work!”</td>
<td>sensible use of time and other resources, hope, flow, successfulness</td>
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<tr>
<td>“You always come up with such unrealistic ideas!”</td>
<td>shared reality, practicality, efficiency</td>
</tr>
<tr>
<td>“We haven’t got the resources!”</td>
<td>work-life balance of employees, security, stakeholder support, trust, ease</td>
</tr>
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</table>
When people connect to their values/qualities/needs, they shine
A generative connection is created: human-to-human bond that generates action
“Which one wins?”

joy, peace, love, hope, serenity, humility, benevolence, empathy, generosity, truth, compassion and faith

anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, ego

“The one you feed.”
Thank you!

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