



say it with Mr Zloty

HAVE FUN WITH MR ZLOTY

Two hobbyists get into their balloon for an excursion. After a while, the wind unexpectedly picks up, and the balloon goes out of control. The two balloonists, with great effort, manage to keep the balloon stable, upright, and away from power lines. But they are lost. With more effort, they get the balloon near the ground. While floating over a country road, they see a man walking below. One of the balloonists calls down to him:

"We're lost! Can you tell us where we are?"

The man thinks for a while, looks down, looks up, looks down again, stares into space for a minute, and then cries out:

"You're in a balloon!"

The wind picks up, and the balloon floats off. After a moment, one balloonist says to the other:

"That man must be a manager."

"Why?"

"Three reasons. First, he took a long time to answer. Second, he was perfectly correct. Third, his answer was perfectly useless!"

READ AND LEARN

This time we deal with one way you can control or at least influence feelings and reactions of your interlocutor.

Worth reading and putting in practice

There is a famous book we would like to remind you. It was first published over seventy years ago and has been up-to-date ever since. It still provides inspiration for NLP specialists. If you haven't read it so far we strongly recommend it. The book deals with fundamental techniques in handling people and may help everyone in their professional and private life. Dale Carnegie, the author, was a true expert in the field of human relationships. As you may know by now, the title of the book is: "How to Win Friends and Influence People". The book covers very many aspects and **intricacies** of human relationships. Here we want to focus only on one fundamental rule in winning people to our way of thinking.

A good start

According to Carnegie, in talking with people you shouldn't begin by discussing the things on which you differ. You should definitely begin by emphasizing

the things on which you agree. Keep emphasizing, if only possible, that you and your **interlocutor** are both **striving for** the same end and your only difference is one of method and not of purpose. Get the other person saying 'yes, yes,' at the outset. Keep him/her if possible from saying 'no'. A 'no' response is a most difficult **handicap** to overcome, as specialists in human behavior say. When a person has said 'no', all his/her pride of personality demands that he/she remain consistent with himself/herself. Once having said a thing, one must stick to it. One may later feel otherwise but there is one's precious pride to consider! Therefore, Carnegie says, it is of the very greatest importance that we start a person in the affirmative direction. The skillful speaker gets at the outset a number of 'yes' responses and in this simple way sets the psychological processes of the listeners moving in the affirmative direction.

Getting a 'no' answer

When a person says 'no', he/she is doing far more than saying a word of two letters. His entire organism—nervous, muscular—gathers itself together into a condition of **rejection**. There is, usually in minute but sometimes in observable degree, a physical withdrawal, or readiness for **withdrawal**. The whole neuro-muscular system sets itself on guard against acceptance.

Getting a 'yes' answer

Where, on the contrary a person says 'yes' none of the withdrawing activities take place. The organism is in a forward moving, accepting, open attitude. Hence, the more 'yeses' we can, at the very outset, **induce**, the more likely we are to succeed in **capturing** the attention for our **ultimate** proposal.

Simple yet neglected

It is a very simple technique and yet how much neglected. It often seems as if people get a sense of their own importance by antagonizing at the outset. If their purpose is getting the other party furious and to get some pleasure out of it for themselves, they may be pardoned; but if they expect to achieve something, they are only psychologically stupid. Get a colleague, a customer, a child or a relative say 'no' at the beginning, and it takes the wisdom and the patience of angels to transform that **bristling** negative into an affirmative.

'Socratic method.'

The 'yes, yes' rule Carnegie derives from Socrates, whom he calls 'the **gadfly** of Athens' and 'a brilliant old boy'. His method? Did he tell people they were wrong? Oh, no, not Socrates. He was far too **adroit** for that. His whole technique, often referred to as 'Socratic method,' was based upon getting a 'yes, yes' response. He asked questions with which his opponent had to agree. He kept on winning one

admission after another until he had an armful of yeses. He kept on asking questions until finally, almost without realizing it, his opponent found himself embracing a conclusion that he would have bitterly denied a few minutes previously.

Summing up, the next time you are smarting to tell a man he is wrong, remember old Socrates and ask a gentle question that will get the 'yes, yes' response. This way you are much more likely to be successful in convincing your interlocutor of your way of thinking. Now match the underlined words from the text with their definitions and synonyms.

A	To struggle or fight forcefully; to put much effort into something
B	the act of rejecting; refusing to accept or to consider; denying
C	a state when someone stops doing something e.g. cooperating, being willing to communicate
D	the final, or most important
E	complexity, the state of being complex
F	to make someone very interested in what you are saying
G	disadvantage, obstacle, hindrance
H	stiff, behaving in a way that shows someone is very annoyed
I	To bring about or stimulate; to cause
J	Someone who takes part in a conversation, often formally or officially.
K	skillful in using one's hands or in thinking and using words quickly
L	agonize, suffer, here: feel you really want to...
M	a persistent, irritating critic; a nuisance
N	a voluntary acknowledgment of truth; agreeing/saying that something (a statement) is true

KEY: TE, 21, 3A, 4G, 5B, 6C, 7I, 8F, 9D, 10H, 11M, 12K, 13N, 14L

MORE FUN WITH MR ZŁOTY

A store manager overheard a clerk saying to a customer, "No, ma'am, we haven't had any for some weeks now, and it doesn't look as if we'll be getting any soon."

Alarmed, the manager rushed over to the customer who was walking out the door and said, "That isn't true, ma'am. Of course, we'll have some soon. In fact, we placed an order for it a couple of weeks ago."

Then the manager drew the clerk aside and growled, "Never, never, never, never say we don't have something. If we don't have it, say we ordered it and it's on its way. Now, what was it she wanted?"

"Rain."

COMMUNICATION SKILL PILL

How to be clear and how to emphasize what you mean.

CLARITY

Here are some tips how to make your language clear:

- Use simple language rather than complicated sentences; for example:

<i>It will be necessary for us...</i>	<i>We will need</i>
<i>Our expectations are that...</i>	<i>We expect</i>
<i>on an official basis...</i>	<i>officially</i>
<i>verify</i>	<i>check</i>
<i>requirements</i>	<i>needs</i>
<i>inform</i>	<i>tell</i>
- Use short sentences. They sound stronger than long ones.
- In writing, use points, bullets, separate paragraphs
- The most important information should be at the beginning or end. It's best remembered then.

EMPHASIS

Here are some useful words you can use for emphasizing:

above all, in particular, mostly, mainly, particularly, especially, predominantly, specifically
fully, completely, totally, absolutely
actually
so / such (a)...

Now rewrite each sentence using the words in brackets. Example:

I will be necessary for us to request additional assistance.

(need, ask for, more help)

We will need to ask for more help.

You have the possibility to determine your own preferences in relation to the colour.

(can, choose)

Recently the opposition has a declining influence on governmental operations.

(less, government)

My boss terminated Sarah's employment as a consequence of her ineffective performance.

(fired, because of, poor)

Our expectations are that the price of commodities will go up in value.

(expect, to rise)

In view of the fact that their requirements are so specific, I suggest that we verify all the details with exceptional care.

(because, needs, let's check, very carefully)

Because their needs are so specific, let's check all the details very carefully.

We expect that the price of commodities will rise.

My boss fired Sarah because of her poor work.

Recently the opposition has less influence on the government.

KEY: You can choose the colour.



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