Language of Impact

Language matters! Raise your awareness of when and where you are using this language and eliminate it.

› **Eliminate disclaimers**

"You might already know this…", "I didn't get as much time to spend on this as I'd like…", "I'll be quick..", "This might be a bad idea/stupid question, but…"

› **Eliminate "sorry"**

"Sorry for taking up your time….", "Sorry we have so many slides…"

› **Eliminate "just" before making points**

"I just want to tell you about this…"; "I am just checking in…"

› **Be concise vs. verbose**

"I know you will agree with my point about our strategy, which we have all now agreed to, and after much deliberation and many long nights where we all debated for hours on end, it's really a pretty unarguable point and the strategy is very straightforward."

› **Tell vs. ask**

"Can we schedule time to review our proposal next week?" vs. "Let's block time to review our proposal." Or "What do you think about testing in Q2?" vs. "We recommend testing this in Q2." Also avoid raising your pitch at the end of a statement, which makes it sound like a question.

› **Eliminate "does that make sense?"**

Instead, try: "What do you think about this recommendation?" or "What are your thoughts on this?"

› **Consider using "and" vs. "but"**

Using "but" diminishes our impact and possible outcomes. Ex., "I really appreciate your insights, but we have another perspective." vs. "I really appreciate your insights, AND we have another perspective."

› **Filler Words**

"Um", "Like", "You know", "Right", "Actually," "To be honest."