



Nyet. Nao. Non. Nein. Throughout history and around the globe, this one word can bring conversation and innovation to a full stop.

a/k/a: “No way.”

“NOT!”

“That doesn’t have a snowball’s chance in hell!”

Defusing Strategy:

Use your know-how to move from “NO!” to “Let’s go!”

Remember, You = Your Idea. Before taking this Killer Phrase personally, find out if the naysayer is simply having a bad day.

Don’t create a win-lose situation. Ask questions and explain why you’re asking. Allow adversarial opinions to coexist to create a stronger solution.

Make it easy to say “yes.” Or even “maybe.” Begin with simple points of agreement to get naysayers saying “yes” immediately.

Check your negatives. Before your presentation, spend time thinking of all the reasons someone else would say “no” to your idea.

“No” is the first thing many of us remember our parents saying. Is it the first thing employees remember you saying? Do a self-check. How many times per day do you say “no”? (Parents average 432!) Is your “no” really “no,” or just a test to see how committed the idea proposers are?