

MTD Quick Tips

Good Job!

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Good Job!

Last time we spoke about how people have preferences to move towards goals or to move away from what they do not want.

This time we are going to look at how people know when they have done a good job and how you can use this to influence others at the workplace.

When asked this question people normally fall into 2 camps:

CAMP 1

In this camp people know that they have done a good job because the proof comes from the outside. Instead of "just knowing" that you have done a good job you need external references from others, from statistics and from other sources.

For example, your boss comes up to you and says "You did a great job". Or you might get a promotion or win an award.

You know your work is good when you get an external seal of approval - this is called an external frame of reference.

Ask someone with an external frame of reference how they did and they normally say "I don't know" or they talk about "what others say", "figures" etc.

CAMP 2

This camp is full of people who know themselves when they have done a good job.

They do not need praise or approvals from others. They do not need awards or plaudits.

Instead their sense of achievement from comes from within.

For example, you have just completed a project and you receive all sorts of favourable comments from your peers and bosses. You even receive a bonus for it. (all these are external frames of references by the way). However, you feel that the project was nothing special and was not your best work - so no external references will convince you otherwise.

You trust your own judgement and standards rather than others.

SO HOW CAN YOU USE THIS AT WORK AND AT HOME?

Well, let's assume that you have got to convince someone of attending a training course.

You might say "The course is just great. It's got top awards in the Training Oscars. James and Andrew went on the course and they said that it is a must if you want to improve your management skills"

Now, if the person has an external frame of reference this will really appeal to him/her.

Why?

Well, let's look at the external references.

"The course is just great" - external reference from me!

"It's got top awards from the training Oscars" - external reference

"James and Andrew Said...." external reference

If other people and external sources say that this course if great that person will often assume the same.

But say the person has an internal frame of reference?

Well, what I said above will probably not resonate at all.

Remember, they are not bothered about what others think or say about the course. It just doesn't mean anything to them.

So what do you say instead?

You've got to appeal to the things that he/she knows themselves.

Something like this will work:

"Do you remember when you came back from the leadership programme and you said that it was the best course you had ever been on? This training course might be like that. I think if you were to attend you would get the same feelings and outcomes that you had with the other one. What do you think?"

Think about the situations where you need to convince someone to do something at work.

Think about your team - who will you get the best out of if you use external references and who will you get the best out of if you use internal references?

USING IT AT HOME

Here's a quickie of how I get my wife to make a quick decision about what movie to watch at the Showcase!

I'm a very internal frame of reference person, however my wife Donna is completely the opposite.

Assume that I want to go and see TROY and I want to persuade my wife that this is the film that she wants to go and see as well.....

So, if I ask my wife "Shall we go and see TROY?" I could be waiting for a long time before I get an answer. I am asking her a question that requires a decision without external references and this is what she needs to make a decision.

Not good!

However, if I say something like.....

"Jenny (her trusted friend) went to see Troy and she said it was great and it had a really positive write up in the Telegraph, let's go and see it tonight hey?"

If I say the above I can bank on getting a juicy hot dog, some Doritos and a coke whilst settling down to Brad Pitt and his army!!!

I hope you enjoyed this session?

For more detail about our Advanced Communication Skills Course, please visit:
http://www.m-t-d.co.uk/advanced.htm

Like always if you ever need anything you know where we are.

Live, love and laugh!

Sean

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About Sean McPheat



Sean McPheat

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Founder and MD of international management development firm MTD Training, Sean McPheat is widely regarded as a leading authority on modern day management and leadership.

Sean is a bestselling author, and has been recognised for his own business building skills through the **British Business Awards** and has been featured in the **Who's Who Of Britain's Business Elite**.

He has been a regular judge for the UK's Young Enterprise Programme but was not as horrible as Simon Cowell (well almost!)



Sean has been featured on **CNN International, the BBC, SKY, ITV, The Guardian, Forbes, Arena Magazine, Marketing Weekly, Business Zone, Winning Edge** and radio stations such as BBC WM and LBC (London's Big Conversation).

Sean has over **250 media credits** to his name and his weekly email tips go out to over **60,000 people** interested in management and development strategies.

Sean is also a **much sought after media figure and motivational speaker** on all topics related to management, HR, business improvement and entrepreneurialism.