



Hunger for the Positive

You are likely familiar with the news industry adage, "If it bleeds it leads." Take that prioritization on the most gruesome news, add in a 24 hour news cycle, and fuel the proliferation of that information across social media platforms like Twitter and Facebook, and you have the perfect recipe for cynicism and despair.

Our customers are like us. They have had a steady diet of negative stories fed to them across digital platforms. As such, they look to us to provide positive, uplifting, and inspirational experiences to them at our businesses.

Recently, I was waiting in line at a retail establishment as two clerks were complaining to each other about the management, the condition of the store, and even the customers. I thought to myself, "Please stop...we can hear you." I even felt the urge to tweet about the experience but realized I would just be reinforcing the vicious negativity cycle.

The good news in this sea of titillating negativity is that a little positive goes a long way. So here are a few tips to increase the positivity in your organization:

1. It Starts at the Top - The more you look for the positive and acknowledge people for doing things well, the more likely they will do the same.

2. Set a Positive Expectation - Let people know you expect positive and respectful interaction. Make all customer facing areas "negativity free zones."
3. Celebrate - Businesses can get serious quickly. People who play together stay together and work made fun gets done.
4. Hold People Accountable for Positivity - Conflict is inevitable. Encourage healthy resolution of problems away from customers and hold team members accountable for maintaining positive interactions with those they serve (even when customers are behaving negatively).
5. Turn Breakdowns into Breakthroughs - Reframe mistakes and breakdowns as opportunities for learning. Help team members move from negative and defensive postures in the direction of effective and empowered problem-solving.

While I don't often cite the country music legend Willie Nelson as a leadership expert, his quote about positivity seemed a fitting way to end this post...

"Once you replace negative thoughts with positive ones, you'll start having positive results."

I would just add, "...and your customers will start having even more positive experiences."

National Speakers Association Certified Speaking Professional Certification



We are happy to announce that Joseph has recently been inducted as a Certified Speaking Professional (CSP) by the National Speakers Association. Joseph received this recognition along with a small group of other speakers representing a number of countries. The CSP designation is based on a selection process that includes input from Joseph's client base, his sustained speaking success, ongoing professional development, business management, and a review of his platform skills. The CSP is conferred by the National Speakers Association as the "speaking professions international measure of professional platform competence." We are grateful to all of you who supported Joseph's speaking career over the years and are particularly grateful to those who shared your input directly with the selection committee.

From the Blog:

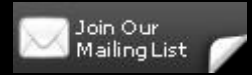
How great are you?

Ernie Andrus made his coast-to-coast run across the United States when he was only 90 and he is well on his way to doing it again at age 92!

In 2013 Ernie, a World War II Navy veteran, set out to break a record for the oldest man to run across America. The prior record holder was a youthful 73 and Ernie, some 17 years older, shattered the record easily. [Read More](#)



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