

UNLEASHING THE POTENTIAL (B)LOCKED IN NEGATIVITY

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“We’ve tried it all before, this won’t work...”

“You always come up with such unrealistic ideas!”

“We haven’t got the resources...”

RESPONSE (flight/fight)

IMPACT

Neglect

Divert attention to something positive:

“But we’ll expand to a new segment – old people - with this new feature ...”

Comfort:

“It may look difficult now, but it’ll get easier with time ...”

Criticise the criticiser:

“You shouldn’t be so critical – stay positive!”

- Frustration (people’s concerns are not addressed)
- Commitment compromised
- Efficiency questioned (concerns will reappear later)
- Trust & respect eroded

**What if we could
mobilise the
energy trapped in
criticism?**



Criticism is a tragic expression of an unmet value/quality/need

Adapted from the Nonviolent Communication Model by M. Rosenberg



RESPONSE

VALUE/QUALITY/NEED underneath

*“We’ve tried it all
before, this won’t
work!”*

sensible use of time and other
resources, hope, flow,
successfulness

*“You always come up
with such unrealistic
ideas!”*

shared reality, practicality,
efficiency

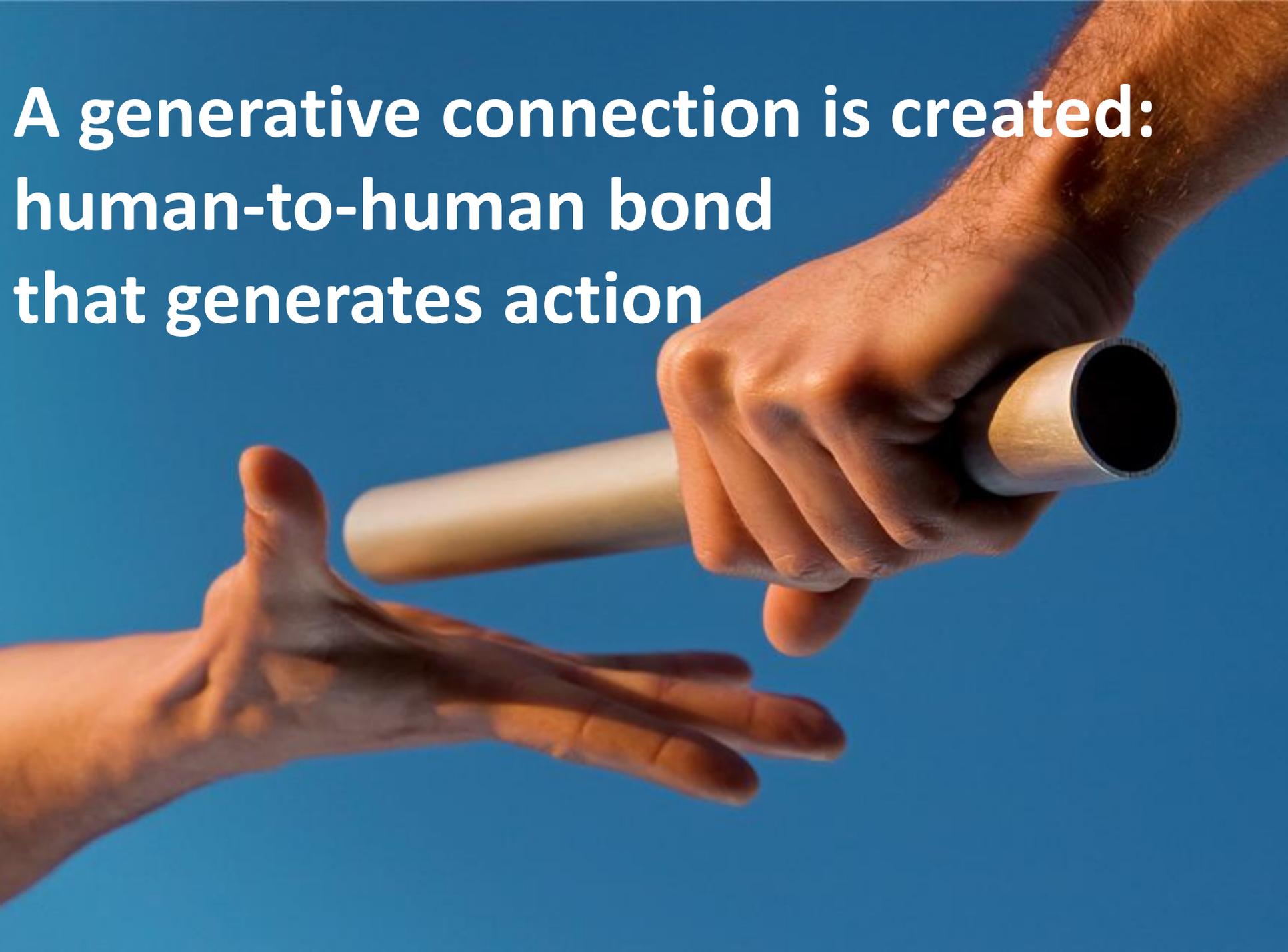
*“We haven’t got the
resources!”*

work-life balance of employees,
security, stakeholder support,
trust, ease

**When people connect to their
values/qualities/needs, they *shine***



**A generative connection is created:
human-to-human bond
that generates action**



“Which one wins?”

joy, peace,
love, hope,
serenity,
humility,
kindness,
benevolence,
empathy,
generosity,
truth,
compassion
and faith



anger, envy,
jealousy,
sorrow, regret,
greed,
arrogance,
self-pity, guilt,
resentment,
inferiority, lies,
false pride,
superiority, ego

“The one you feed.”

Thank you!

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