



Finding Your North

Making Compelling Recommendations Toolkit

October 2022

Push vs Pull style



Push is more about moving (or sometimes forcing) someone to a change rather than motivating them to want to make the change.

Push styles tend to involve logical reasoning or offering rewards or incentives. They seek to increase the rationale for change.

They can often be referred to as the 'stick and carrot' approach. Push styles can be effective in achieving compliance but may not achieve commitment.



Push
Asserting & Persuading

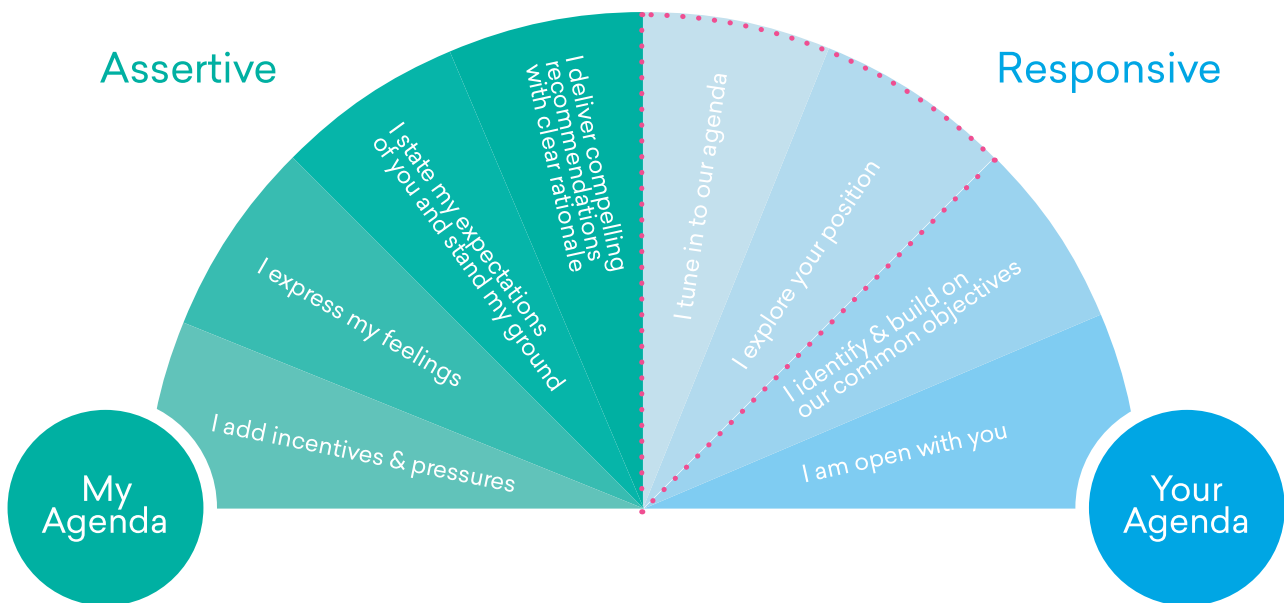


Pull
Bridging & Attracting

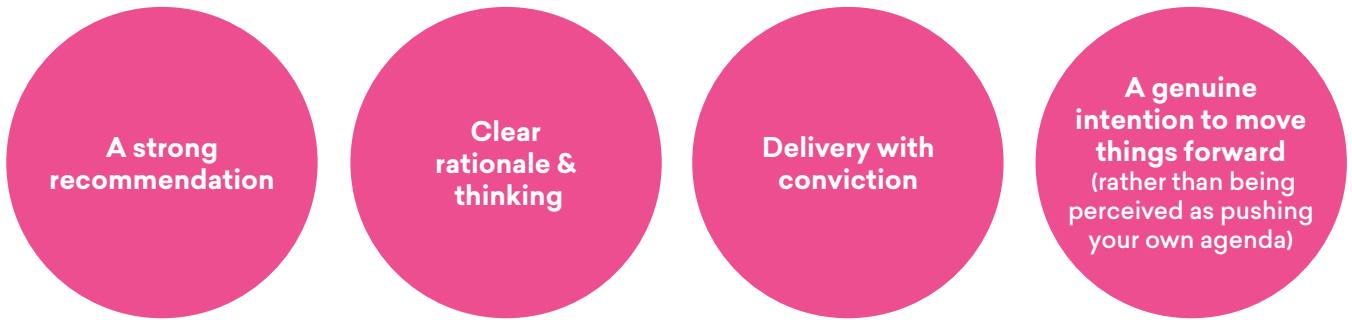
Pull is generally about motivating the individual to want to change.

They tend to involve personal disclosure, involvement and showing the possibilities that will result from change.

They tend to work on decreasing the rationale against change. Pull styles can be effective in gaining commitment and high quality. But they may be slower in achieving results.



What are the ingredients for doing it well?



Here's a simple formula



Tips for speaking in meetings and presentations



It's important to have conviction and confidence when speaking, particularly when making a recommendation. Often, we end up using words that may unknowingly undercut what we intend to say.

“Guess/estimate” may convey tentativeness.

Ex. “Our best guess/estimate is that our profit for year’s end will be marginally better than last year’s.”

Instead try:

“**We expect** our profit for the year to be ahead of last year’s.”

“Think” doesn’t sound definitive.

Ex. “I think we have the research on that..”

Instead try:

“I believe we have the research on that, **we will double check and get back to you**” to show you’re on it and will provide an answer.

“Hope” may suggest that the speaker has little control over the outcome.

Ex. “I hope we’ll get that draft by XX.”

Instead try:

“**I am confident** our team will give it their all.”

“I don’t know” Even if you don’t know, saying this can make people lose confidence in you.

Ex. “That’s a really interesting question, I’d like to dig into that further.”

Instead try:

“We started to explore that but decided to prioritise X. **But now that you’ve mentioned I think it’s worth us looking into further.** We will get back to you at the end of the week.”

“Suppose” may suggest a person is not really engaged in what’s being talked about.

Ex. “Yeah, I suppose that might happen.”

Instead try:

“**I believe** X will happen, but we will know for sure on Wednesday”

“Suggest” is subtle, polite but not overly confident.

Instead try:

“**I recommend,**” “**I propose,**” “**I believe the best approach is X**”



How to increase your presence

Words (content)

- Word choice
- Expression
- Use of jargon
- Precision, conciseness
- Clarity, direction

“I want you to...”
 “I need you to...”
 “I expect you to...”
 “If you do, I will...”
 “If you don’t, I will...”

Music (voice)

- Pressure, emphasis
- Pace, flow
- Power, volume
- Pitch, tone, rhythm, inflection
- Muses, timing, silences

Determined
Firm
Clear
Concise

Dance (body actions)

- Eye contact
- Gestures, touch
- Strong posture
- Facial expressions
- Use of space and movement

Feet firm on the ground
Stand straight
Strong eye contact
Firm hand gestures

Body language for success

In Amy Cuddy’s TED talk, “*Your body language shapes who you are*”, we learn that **standing in a posture of confidence, even when we don’t feel confident** — can boost feelings of confidence, and might have an impact on our chances for success

THE POSES:



Wonder Woman



The Victor



The Villain



The CEO



The Subway Guy

Thank you

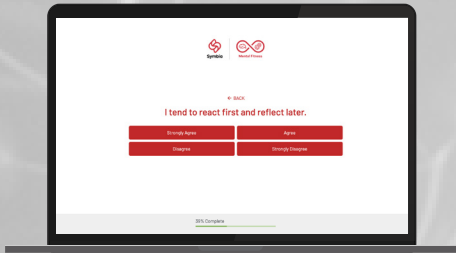
Scroll down
if you want to learn more
about Symbia



Symbia

How mentally fit are you?

Take our online **Mental Fitness Pulse Check** and find out how to optimize your mindset and potential in under 4 minutes.



YOUR OVERALL SCORE
70%
high



Subscribe

to our Symbia newsletter [here](#)

Follow us on

 LinkedIn

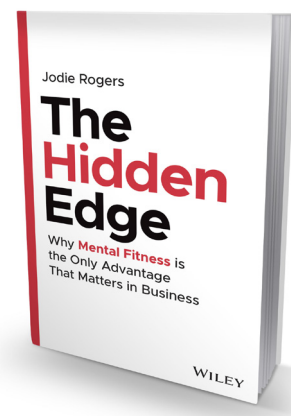
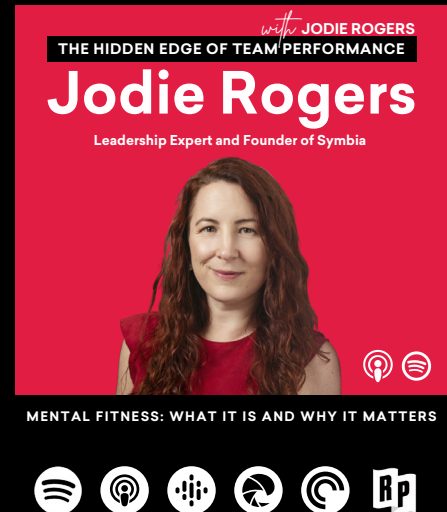
 Facebook

for inspiring conversations and insights on mental fitness and team effectiveness.



Listen and subscribe

to The Hidden Edge podcast [here](#) for discussions with C-suite leaders of global companies, entrepreneurs and special guests.



Amazon #1 Bestseller

The Hidden Edge is loaded with engaging stories, real case studies, and over 24 tools and resources to help you improve your performance and manage your most important asset: your mind.