

ZONE ME

Be You Smartly



with
The Zone Method™

Tips and Tools for Being Smart in Real Time

“What Do You Do?”

This is a question you get every day.
How you answer it could change your life.

The most-asked question in the business world today is probably: **What do you do?** How you answer that question can provide the jump start for a **stellarBeginning™** that changes the direction of your life.

This question is an invitation to tell your story in a compelling and memorable way that makes the listener want to know more about you. It’s also a question that most of us get at least once a week - so you will have many opportunities to get really good at providing a response that **opens doors for you.**

To create your best reply for what **you** do:

- **Identify the successes in your resume.**
- **Envision what you’d like to do more of.**
- **Understand what people count on you for.**

Now that you’re on track, get rid of old habits that sabotage you:

- **Don’t be literal. You are more than your job title.**
- **Don’t be negative. Negative beginnings end quickly.**
- **Don’t try to SELL yourself. You don’t know what they’re buying.**

Even if you like the room you’re in - it’s always nice to have doors open in places you never thought you’d be welcome - just by being you **smartly**. The Zoned know that the most spectacular part of being you is not **what you do** - but **how** you do it and **why** you do it.

Here’s how it works:

When asked the magic “**what do you do**” question, a colleague used to answer literally, telling people she was a “marketing executive for cable television.” People who weren’t in the cable industry tuned her out, which limited her potential for **stellarbeginnings™**. When she considered expanding into new fields, we **reviewed her resume** and **identified the successes she enjoyed the most**. A clear pattern emerged: her **greatest success** was her ability to launch three successful cable networks, something the industry counted on her to do. With that insight, we were ready to craft a compelling response that **opened the door** for her segue into environmental marketing:

“I launch ideas whose time has come.”

So - **what do you do?**

Take a Values Inventory

To influence any decision, you must remove what might be in the way. To do that, take a **Values Inventory™**. A Values Inventory tells you what's in the way of your outcome and what you need to do to remove it.

A **Values Inventory** addresses these four questions:



1. What are their **fears** or **assumptions**?
(About me, the idea, our organization, our industry)



2. What do they **expect**?
(Strive to do the expected in an unexpected way)



3. **What do I need to do to get past it?**
(What do they need to **see**, **hear**, or **believe**?)



4. What **outcome** do I want?

The **Values Inventory** is an essential, strategic, tool for getting the outcomes you want. Use it in brainstorming sessions with your team and as your first step in developing a strategy for getting someone else to **do something** or **believe** your message. It works!

Remember the most important question to answer when sharing your ideas with others is:

“How will you affect ME?”

Appealing to self-interest of people you want to influence is the fastest and most compelling way to get their attention. The best way to leverage your answer to that question is to focus on being respected for **How You Think... not for what you know**.

Don't Be An ASP

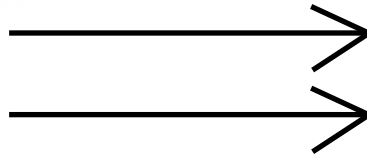
We all have aspirations. We all have dreams. Too often, our aspirations make an **'asp'** of our dreams and relegate them to the stuff bitter disappointment is made of. **Dreams can't come true as long as they are articulated as aspirations.** The language of aspiration is tentative. Even worse, using it **puts the listener in charge** of when or if your aspirations will ever become real.

When you tell someone you are **'trying'** to do something, you **give them permission** to decide whether you **are** doing it and whether or not you actually **can** do it. One little aspiration word has turned your action item into a referendum to all who hear it.

Words that Hold You Back

Trying

Hoping



The Language of Commitment

Focused On

Committed To

Here's how to regain control:

- **No Asps:** Remove all tentative language from your vocabulary. **First to go:** words that end in 'ing' like hoping, working, and trying.
- **Get in the NOW.** Commitment language always starts in the now and creates positive assumptions about what to expect in the future. Instead of telling someone what you are 'trying' to do, tell them what you are committed to or focused on. That small, deliberate word change puts you in the now and tells others what to expect from you going forward. Try it!
- **Be Deliberate.** Using deliberate, positive, **can-do** language tells others you **can do** whatever you set your mind to.

Colleagues want to know what you are **committed to doing**, **not** what you are **trying to do**. A little self-editing and deliberate language can **put you in charge** of making your dreams come true **now**.

Tips for Staying Connected

In all communication, what you know will never be as impressive as who values it. Knowing “the right people” is helpful, but only half of the equation.

Everything you do and everything you say creates an assumption about you. It is in your best interest to be mindful of this at all times. The following are Tips for Staying Connected. Use them to leverage and manage the assumptions you create about yourself - with loved ones, colleagues, and strategic witnesses.



1. Avoid the word ‘**no**’. It removes the ability to negotiate.



2. Use connection language: ‘**We**’ not ‘**I**’.



3. Listen **Actively** and without judgement.



4. Seek to **understand**, rather than to reply.



5. When confused or confronted, **create a bridge for clarity**:

- Are you saying that...
- Help me understand...
- We seem to have a disconnect; can we talk about it...
- Use **short** sentences



6. When confronted - don’t defend - **DEFINE**.



7. Own the definition.



8. **SMART QUESTIONS** supersede correct answers and showcase your thinking.



9. Focus on **being interested** - not **interesting**.