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CHANGE YOUR VOCABULARY

“WORDS ARE IMPORTANT”

Tom Peters

“... we need a NEW LANGUAGE. The critical distinction is not between business and social, but between GREAT and GOOD. (We need to) jointly embrace a LANGUAGE OF GREATNESS.”

Jim Collins

Jim Collins and Tom Peters are the *Yin and Yang* of business, success and greatness, but they both agree on the importance of this For Impact Guiding Principle.

Malcolm Gladwell of *TIPPING POINT* fame, Marcus Buckingham, *ONE THING YOU NEED TO KNOW*, Tommy Hopkins, sales trainer of all sales trainers, Peters and Collins, modern day leadership/management gurus... ALL reinforce what past giants of the motivation and personal development industry like Nightingale, Stone, Mandino, Peale, et al. have said forever:

CHANGE the way you TALK... and you can **CHANGE** the way you ACT!

Changing your VOCABULARY, your WORDS and even your LANGUAGE ... will change your THINKING, your ACTIONS, and your RESULTS!!!

There's a compelling science around the psychology of **CHANGE** that includes tremendous work on the idea of NEUROLINGUISTICS and how we FRAME things with words.

*Pioneering research on cognitive science and linguistics have pointed to the paramount importance of something called 'FRAMING'.

George Lakoff, Professor at University of California Berkley, defines 'FRAMES' as the mental structures that shape the way we see the world. He says that 'FRAMES' are part of our "cognitive unconscious"; but the way that we know our current frames or new frames springs from LANGUAGE. (*Fast Company*, May 2005, *Change or Die*)

I want to strongly encourage you to **CHANGE YOUR VOCABULARY**... and use **NEW WORDS**. I guarantee that by **CHANGING** the way we TALK... we will dramatically **CHANGE** the way we ACT.

In effect, your **'self talk'** impacts the way you ACT! (It's much like an actor using 'dialogue' and 'dialect' to get into a 'character'.)

'TALK THE WALK'... then 'WALK THE TALK'!

Special, Special Note: This is NOT some kind of **'semantic gymnastics'**. It means to literally immerse yourself in a new LANGUAGE (the **special vocabulary** of a group), a new LINGO and a new LEXICON.

LANGUAGE', itself, is defined as the "organized system of speech used by human beings as a means of communication among themselves". Even my New Webster's Dictionary adds that "language is in a constant process of **change** (!) in sound, in form and in meaning, so long as they are spoken."

*Good old Webster goes on to say that "The evolution of language is generally from complex forms to simpler (!) and more freely combinable elements; thus French has fewer inflections than Latin and Latin fewer than Sanskrit. English is structurally one of the simplest." Thank goodness! I would love it if the FOR IMPACT LANGUAGE was the SIMPLEST of all.

COACHING THOUGHT: Like any new 'LANGUAGE', the fastest way to make progress is 'TOTAL IMMERSION'!

Try as hard as you can to STOP talking about nonprofits, charity, survival, competing, donors, donations, etc.

Use your new VOCABULARY with your Board and your team and it will become your *lingua franca* (a hybrid language serving as a COMMON LANGUAGE between different people). I strongly believe you can create a COMMON LANGUAGE for your entire 'team' including staff, volunteers and investors.

A part of this is trying to get you to **stop** using all the typical 'industry jargon' and start using SALES TERMS. BUSINESS TERMS. COMMON SENSE TERMS. IMPACT TERMS.

Personal Story. I went to a Tommy Hopkins' Sales Boot Camp a few years ago. It seemed like all we did was work on our 'VOCABULARY', even practicing exact wording. I didn't get it then. I get it now. It's not about trying to develop a 'canned spiel'. It's working on the words and your vocabulary and your framing to help communicate your Message.

Enjoy the following '**word games**'!

"ACT as if what you do makes a DIFFERENCE. IT DOES!"

William James

CHANGE YOUR VOCABULARY

OLD WORDS

(Old Thinking)

NOT FOR PROFIT

CHARITY

MISSION STATEMENT

SURVIVAL

INFORM

ON THE BOARD

COMPETITION

DONOR/DONATION

'WARM FUZZIES'

CULTIVATION

TRANSACTIONS

TEXT HEAVY BROCHURES

COLD CALLS

APPOINTMENTS

ASK FOR MONEY

NEW WORDS

(New Thinking)

FOR IMPACT

PHILANTHROPY

MESSAGE

VISION

INVOLVE

ON BOARD

COLLABORATION

INVESTOR/INVESTMENT

RETURN ON INVESTMENT

COMMUNICATION

RELATIONSHIPS

ENGAGEMENT TOOLS

PREDISPOSITION

VISITS

PRESENT THE OPPORTUNITY

CHANGE YOUR VOCABULARY

OLD WORDS

(Old Thinking)

FUNDRAISING
BUREAUCRACY
TAX DEDUCTIBLE
MANAGE
FUNDRAISER
BEGGAR
FACE-TO-FACE
SOLO SELLING
DEBATE
TELLING/TALKING
CLOSE
3-RING BINDERS
OBJECTIONS
FEATURES & BENEFITS
A JOB
PEOPLE-ORIENTED
SKILLS
NO RISK
PERFECTION
PEER-TO-PEER
SOLICITATION
TRADING DOLLARS
POWERPOINTS

NEW WORDS

(New Thinking)

'SALES'
SOCIAL ENTREPRENEURSHIP
SUCCESS TO SIGNIFICANCE
BUILD & MAXIMIZE
OPPORTUNITY & PRESENTER
MATCH-MAKER
SHOULDER-TO-SHOULDER
TEAM SELLING
DIALOGUE
LISTENING
OPEN
NAPKINS
CHALLENGES
OPPORTUNITIES
A CALLING
TALENT-FOCUSED
PASSION
FAILURE
PROTOTYPE
PROFESSIONAL PRESENTATION
ANY OTHER WORD!!!
WANT TO HELP
ENGAGEMENT TOOLS