

Sales and Service Excellence

Volume 7 Number 5

May 2007

PEOPLE/PROBLEMS

SALES/APPRECIATION

Like Attracts Like Using 'The Secret' at work.



by Noelle Nelson

A LOT HAS BEEN WRITTEN about "The Secret"—how the law of attraction brings positive things into your life.

I provide tips on how to use the "like attracts like" principle at work to create a more positive, productive work experience. By applying the "The Secret" or the law of attraction, you can bring about positive change. Companies that value their employees effectively receive more value from their employees in return, leading to increased performance, productivity, and profits. Examples include Southwest Airlines, See's Candies, Ryder, FedEx, and Costco. Bosses and workers can use appreciation to communicate more effectively, motivate others, defuse negative situations, persuade co-workers, lift sales numbers, and increase morale.

Appreciation Guidelines

Put the law of attraction into practice using these guidelines:

1. *Catch your people in the act of doing something right.* Appreciating and rewarding employees for good work on a spontaneous basis encourages more good work and effort. Specific comments are more effective than the catchall "great job."

2. *Keep employees in the loop.* Hold regular meetings to discuss the direction of the company, highlighting its successes and areas of needed improvement. People need to feel that what they do matters to the company. Give them a stake in the company, and their efforts and loyalty to the company will increase.

3. *Discourage negative talk about anyone or anything.* Don't indulge in conversations like "customers are a nuisance." Don't diminish the power of appreciation by bashing others.

4. *Think of one thing you like about your job on your way to work each day.* If you can't think of one thing, tell yourself, "Today I'll find one thing I like about my job." Then find something. You'll be happier going to work.

5. *Learn to say, "How can I help?"* instead of "What do you want?" People are more inclined to be appreciative of you if you answer their concerns with compassion, not defensiveness.

6. *Say "Thank you" more often.* You can never say "thank you" too much. In

every situation, saying "thank you" makes things run smoother. Be sure your "thank you" is genuine. A sarcastic "thank you" will never work.

Before the concepts in "The Secret" can really take hold, you need to learn how to apply them to the nitty-gritty aspects of life, including work; otherwise, it's just a wonderful theory. **SSE**

Noelle Nelson is a clinical psychologist, consultant, and author of *The Power of Appreciation in Business* (MindLab Publishing). Visit www.noellenelson.com.

ACTION: Use the law of attraction.

SALES AND SERVICE EXCELLENCE