

Alpha Business Coaching Newsletter

"Turning Negative into Positive"

Dear Small Business Owner:

A business is a reflection of the leader(s) of the organization. This month we'll look at how having a positive perspective impacts the entire organization. Every leader needs to surround themselves with positive, encouraging people. But, situations will arise where you'll have to handle negative influences. We'll talk here about dealing with difficult employees and customers.

With employees - Your hiring process should have ways to weed out negative people before they're hired. But still, moments can happen for all of us where we need to be reminded of the other side of an issue. When it seems like a situation is all bad, look for how this will help you never face this problem again.



You can never change a negative employee by responding with more negativity. Make sure they know you are aware of their behavior by addressing the attitudes you see. When confronting an employee, describe the specifics of the negative behavior and how it affects your company and the other employees. End each discussion with a positive belief that they can change. Most importantly, deal with negative behaviors swiftly and firmly because negative employees create suspicion, tension, hostility and can undermine leadership.

With customers - Think of customer complaints as an opportunity; it will give you a chance to better serve the customer. Quick communication and action can satisfy the customer so a negative concern can be turned into a happier customer. It can usually be transformed when you come from a place of genuine concern and by demonstrating a caring attitude.



Sometimes customers can turn toxic just like an employee. Worst case, you make have to "fire a customer" who has

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become so nasty that the situation can't be fixed. It makes business sense to cut the relationships with those customers that are draining your energies.

At home - This is certainly a lesson we can apply in our personal lives as well. In this stressful holiday season, take a moment to be thankful for the family you have, even when they drive you crazy! Or appreciate the events you can attend because they are chances to meet new people or situations.



On a separate note, I hope you have a plan in place for 2011. Remember, those who have a plan, know where they're headed, and can better manage the diversions that will happen. I look forward to talking to you in 2011.

Sincerely,
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