



The
Lukaszewski
Group

*Helping Leaders and Their Organizations
Prepare For, Respond To and Recover From Crisis*

USING POWER WORDS AND PHRASES

Avoiding Color Words and Threats

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Power Words and Phrases have the magical ability to get or keep you out of trouble and to move you and others in positive, constructive directions. These words counteract and detoxify the sticky, corrosive, destructive power of negative words and concepts.

The need for Power Words is essential to most of us, especially when we find ourselves in difficult, challenging and often murky, negative situations. The tendency upon hearing negative, emotional or accusatory language is to repeat and then respond. Power Words enable you to avoid repeating negative words and inflammable phrases, and to move in very constructive directions from the very beginning. Some examples:

CONTRAST ANALYSIS

Negative, Emotional, Accusatory Language	Power Word Responses
1. So you admit you bungled the chance to do this properly...	1. What we did was essential and important to resolving the issues these individuals faced.
2. Many thought your behavior was simply weird and uncalled for.	2. We first identified the crucial issues we felt needed discussion and proceeded to empathetically and powerfully work to resolve the questions.
3. How do you respond to this aggravating and unfortunate situation?	3. Three actions: detect the issues; deter future negative actions; and provide essential and critical advice to move beyond the existing problem and situation.
4. Even some Wall Street analysts say your company should be ashamed of what it did. How humiliating is this for your company?	4. The significant facts are these: first, we always acted with empathy and responsibility; second, our culture has a strong sense of what is right and what to avoid. Our actions, as well as our words, demonstrate our commitment to these concepts. Finally, the most crucial information is that provided by victims

	and survivors. They uniformly praise our simple, sincere, sensible and responsible approach to their problems.
5. You stand accused of being callous, careless, arrogant, and insensitive. How many of these allegations are true?	5. Three things about our behavior and intentions are true: Everything we've been doing has been preauthorized by those most directly affected; our actions and intentions have been clear, we have been candid, and we have been truthful in every instance; lastly, as events unfold, responsible and knowledgeable commentary will prevail, but there will always be a handful of critics who remain to be convinced. We are being as direct and forceful with these individuals and organizations as we can be, telling our story and listening carefully for the views and comments they're expressing.

POWER WORDS

Power Words are the words of tomorrow and have the energy and the punch to get attention and help surge beyond the negative and the emotional. Power Words provide a sense of constructive positivity that can move your conversation, issues and ideas to much more constructive, helpful and successful territory. Power Words add the simple, sensible, positive, constructive and forceful ingredients to power up your language and intentions. Words like:

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|---------------|-----------------|
| 1. Aggressive | 19. Fascinating |
| 2. Attack | 20. Forceful |
| 3. Authorize | 21. Important |
| 4. Avoid | 22. Intentional |
| 5. Candid | 23. Legitimize |
| 6. Clear | 24. Necessary |
| 7. Crucial | 25. Needed |
| 8. Critical | 26. New |
| 9. Defend | 27. Powerful |
| 10. Detect | 28. Prevent |
| 11. Deter | 29. Prioritize |
| 12. Different | 30. Protect |
| 13. Direct | 31. Purposeful |
| 14. Emphasize | 32. Responsible |
| 15. Empathize | 33. Seasoned |
| 16. Energize | 34. Sensible |
| 17. Essential | 35. Significant |
| 18. Exciting | 36. Simple |

- | | |
|---------------|--------------|
| 37. Sincere | 44. Tough |
| 38. Steady | 45. Truthful |
| 39. Strip | 46. Unique |
| 40. Strong | 47. Unusual |
| 41. Surge | 48. Urgent |
| 42. Surprised | 49. Valuable |
| 43. Tender | |

POWER PHRASES

Power Phrases consist mainly of numbered bundled of adjectives. The use of this technique in speaking and writing is extremely powerful. In both of these instances, speaking and writing, if you use the technique you will literally force people to write things down or take better notes than they might have otherwise.

Rule 1 for Power Packages:

Keep the number of ingredients or components low, generally four or fewer. Three seems to be an optimal number. We're talking about:

- | | |
|---------------------|----------------------|
| • Three Angles | • Three Options |
| • Three Attempts | • Three Parts |
| • Three Decisions | • Three Perspectives |
| • Three Elements | • Three Phases |
| • Three Increments | • Three Stages |
| • Three Ingredients | • Three Steps |
| • Three Opinions | • Three Units |

Some other examples could include the use of a single, powerful circumstance, such as, "The single, most important ingredient in this formula is..." or, "The most urgent issue we currently face is..."

The smaller the number, the more powerful the statement.

Some examples of two component phrases include,

- "Your choice is between action and inaction."
- "Let's just start with the two worst circumstances you face and see what we can generate from there."
- "A couple of things are on my mind."

These power phrases make you more important, more influential, more memorable, and share those enhanced attributes and skills with those around you. Most of all, this technique

forces people to write down what you're talking about, which is one of the most important actions you can create in someone you're trying to help, guide or direct.

AVOIDING COLOR WORDS

These words always create bad news. Avoid them. Power your way past them with Power Words and Power Phrases.

Afraid	Delinquent	Harmful	Sad
Agitated	Demean	Hateful	Sarcastic
Aggravate	Deny	Hopeless	Scared
Alarmed	Despair	Hostile	Scum
Alleged	Desperation	Humiliated	Self-pity
Anger	Despicable	Hurt	Selfish
Angry	Destroy	Icky	Sellout
Anguish	Destructive	Idiot	Sham
Antagonize	Deteriorate	Ignorant	Shame
Anxious	Disappointed	Immature	Shameful
Apathetic	Disarray	Incompetent	Shatter
Appalled	Discontented	Inept	Sick
Apprehensive	Discouraged	Inappropriate	Silly
Argue	Discriminate	Irritated	Sissy
Arrogant	Disdain	Lies	Skunk
Ashamed	Disgusted	Litigate	Slander
Assassinate	Dismiss	Lousy	Slash
Attack	Disrespect	Mad	Sloppy
Awful	Distorted	Mangled	Stinky
Bad	Distraught	Mangy	Struggle
Betrayed	Disturbed	Manipulate	Stupid
Blame	Dopey	Mean	Surrender
Blasted	Doubtful	Meek	Tampering
Bombs	Dumb	Messy	Tarnish
Bored	Duplicity	Minimize	Tense
Botched	Ecotage	Miserable	Terrible
Brainwashed	Embarrassed	Monopoly	Terrified
Bungled	Embattled	Nag	Terror-stricken
Buried	Endanger	Negligent	Terrorized
Capitulate	Enraged	Out-of-touch	Threatened
Catastrophic	Evil	Overwhelmed	Toxic
Collusion	Eviscerate	Overzealous	Tragic
Conceal	Excessive	Outrageous	Traitor
Confused	Exaggerate	Painful	Tumultuous
Conspire	Exposed	Panicky	Ugly
Contempt	Face-saving	Petrified	Unbelievable
Corrosive	Fat	Pitiful	Uncomfortable
Cover-up	Fearful	Poisonous	Underhanded
Cringe	Fight	Profiteering	Undermine
Critical	Foolish	Questionable	Uneasy
Crooked	Frightened	Racist	Unhappy
Curious	Frustrating	Regret	Unimportant
Damaging	Furious	Repudiate	Unlucky
Danger	Goofy	Resentful	Unnecessary
Deadly	Gratuitous	Resigned	Unreal
Deceitful	Greedy	Rip-off	Unsure
Defeated	Guilty	Rotten	Weird
Defective	Harassed	Sabotage	Worried
Defensive			