

# Speak The Language

- **Vision:** a declaration of who we are and what we bring to the world.
- **Values:** the framework for all decision making.
- **Mission:** the functional application of our vision.
- **Being Present:** The most powerful way of being; fully choosing to eliminate the past as though one had amnesia. If there is no past, then there is no future, and all one has is the present. The present is where we are free from social, parental, or self-imposed conditions, to create our present from the future.
- **Clearing the Past:** when one's mind is fully focused on something else, it inhibits the person from listening. The 'something else' must be discussed (cleared) for effective communication to occur. There is no point in talking to someone who is incapable of listening. The power in communication always lies with the listener.
- **Creating the Present from the Future:** creating possibility in a way that is informed of our past, not constrained by it.
- **Choice:** a decision made, free of complication from past experiences, and social, parental or self-imposed restrictions.
- **Committed Listening:** listening without obligation to act, paying attention to both verbal and non-verbal communication.
- **Talking into the Listening:** Within a conversation, each person's position is based primarily on how they were raised and their life's experiences. For a conversation to be effective, the person speaking must consider the filter through which the listener hears.
- **Committed Speaking:** communication that includes by-when dates and conditions of satisfaction.
- **By-When Date:** The date on which a project or task is promised to be completed.
- **Condition of Satisfaction:** A measurable action or criteria against which completion can be measured.
- **Time is Precious:** our every action or communication respects another person's imminent death.
- **Act:** a way of being that was shaped in early childhood. There is a moment perceived as 'a period of survival' during which a child's parents are unavailable to 'rescue' them. The child survives through a particular way of being (funny, dominant, competitive, quiet, etc.), and failing being able to choose differently in the future, they continue to default to that way of being as an adult.
- **Looking Good:** a protective way of being that is inconsistent with how we declare ourselves to be.
- **Winning Formula:** a declaration of who we are that was created in a moment when we decided who we could never be. (ie: I will never be the President, but I am a fantastic VP).
- **Being Authentic about being Inauthentic:** being open and undefended about who I am and how I protect myself, so you can coach me in moments where I revert to my Act.
- **Complaint:** a way of speaking in which the speaker has an underlying, unidentified commitment to their position. If their commitment can be identified, the person can take action to move through their complaint.
- **Racquet:** a reoccurring way of speaking in which the speaker is unwilling to take responsibility for the situation, and unwilling to take action to resolve the situation.
- **Being Cause in the Matter:** choosing to take action on the court rather than complaining in the stands.
- **Learning:** an experience focused around transformational leadership (creating a future that would otherwise not have occurred through choice) and goal setting (creating a future unconstrained by the past).
- **Law of Attraction:** we attract people into our lives who are the same type of person that we are: like attracts like. We only have to look to our friends to see who we are, and how we show-up for others.
- **Giving without Expectation of Return:** we believe that the highest form of being is giving to others with no strings attached. Our lives will be great because through the law of attraction, we will attract like-minded people into our lives.
- **Tribe:** a group of people who, when exposed to a brand, take it on as their own. By nature, tribe members communicate, blog and live life on a level playing field. There is a shared excitement and deep understanding of the other person. A tribe is small at the start and is not main stream.
- **Code:** a collection of thoughts that comprise the soul of the brand.
- **Hedgehog:** an intersection of three circles: Passion, Best in the World, and Economic Engine.
- **Tipping Point:** the moment in which a tribe's brand conviction is so strong, it emanates a desire to belong to the entire population.
- **B.A.T.N.A:** Best Alternative to a Negotiated Agreement. We go into every negotiation knowing our BATNA, as well as the BATNA of the other party. Strong alternatives ensure that we are never negotiating from a place of desperation and that any agreement that we enter into will be great.
- **Differentiator:** The 'thing' that sets us apart from the competition.
- **D.A.I:** We expedite the decision-making process by first identifying the Decision Maker, the Advice Giver and the Informed Stakeholders in any major decision.
- **Push It Down:** Every decision represents a certain level of risk to the organization. If a decision is of low-risk to the organization, push it down. Empower someone more junior and delegate that decision!
- **The Devil's Advocate:** When making key decisions, we first stress-test our positions by assigning someone to play the 'Devil's Advocate'. We rely on that person to express a view opposite to ours and to poke holes in our beliefs as a means of encouraging debate and coming to a more considered conclusion.
- **PRIVATE COLLECTION:** A means of data collection by which a question is posed, and everyone is asked to silently compile their considered reply in writing. This ensures that everyone is 'heard', and that those who are quiet or introverted are not left out of the conversation. The loudest voice isn't always the most valuable.

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