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Developing specific skills
and strategies

Attitude awareness – impact and influencing

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Purpose

The purpose of this approach is to help a client adopt a helpful attitude when seeking a promotion.

Description

In order to succeed in business today, it is just as essential for business professionals to display appropriate attitudes as it is for them to be good academically. This is often referred to as having a high level of EQ (emotional intelligence). Attitudes are displayed by behaviour, appearance, body language and voice. The following is a good exercise for business individuals who are seeking promotion or are seeking to raise their level of impact internally or externally.

Process

First, ask the client to assume a ‘third position’ – to stand in the shoes of a client or senior manager and ask them which attitudes they would be looking for from a successful individual in the role of ‘X’ (in the case of a client seeking promotion, the role would be the one they are aspiring to). Push the client until they come up with at least 10 winning attitudes but ideally more. A few examples might be:

- positive
- energized

- creative
- enthusiastic
- leadership qualities
- dependable
- business focused
- ability to deal with stress
- team player
- trustworthy
- solution focused
- professional.

Ask the client to describe what they would see and hear to know that an individual had the above qualities.

Next, ask the client to assess themselves against each quality. Do others experience this attitude of your client all the time, some of the time or rarely? How would others *know* that your client has these winning attitudes? What are the development areas, what could your client do differently?

Example

My client Christopher was due to start with a new company as a sales manager. Prior to starting his employment he was invited to attend an offsite Team Building Day and was concerned as to the impression he would make. He was carrying ‘baggage’ from his old firm where he had been told a year earlier by the sales director that he was not thought capable of ‘ever’ being promoted. After completing the above exercise along with one or two other interventions, Christopher went to the Team Building Day feeling very confident and made a very powerful impression. He was told he had fitted into the team exceptionally well – indeed an outside facilitator on the day was asked to guess who the new candidate was and he could not guess that it was Christopher.

Pitfalls

Ensure that the client comes up with attitude words – if their attitudes are poor and they believe they are good at their job, they will have a tendency to concentrate on deliverables.

Also ensure that your client is in third position before they describe the winning attitudes and that they feel sufficiently safe to give an honest appraisal of their strengths and development points.

Bibliography

Knight, C. and Glaser, J. (2007) *Create Image with Type, Image and Color*, Hove: RotoVision.