

Company Profile: Kay White

Do you have trouble saying no?

Communicate and influence with confidence, style & ease

kay white
WAY FORWARD SOLUTIONS

Savvy and Suffolk-based, communications expert and author Kay White shares a few secrets on how and why to say no effectively, respectfully and assertively (often without actually saying it)

KAY White works with ambitious, experienced, and often frustrated, professional women (and a few smart men) enabling them to express themselves and be both seen and heard in the work place and in their private lives too. Using a blend of subtle, influential phrases and self-confidence boosting mindsets, Kay demonstrates how to use language in the same way as accessories - to add interest and sparkle.

The four key **mindset** pieces to have clear when you are asked a question are:

1 Just because you're asked a question, it doesn't mean to say you have to answer it! You can ask another question first - find out more information before you commit yourself and buy yourself that precious time.

2 You're committed to responding and to being seen to respond AND you're committed to your own priorities too. One doesn't have to cancel out the other.

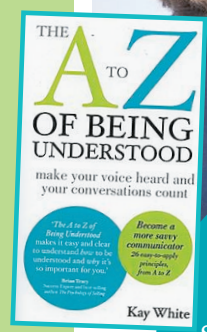
3 You're successful and engaged in your work - people aren't usually sitting waiting to say "yes" to every request. Being too available and ready to respond isn't always a good perception to give. Your doctor/dentist/hairdresser is busy with clients - you book in for time with them.

4 You owe it to all the people who follow your fortunes, who rely on your success, to stick to your priorities; your family, your team, your clients and customers. How can you support and serve them if other people's urgencies keep becoming your emergencies?

Kay White

Kay White is the author of the international number 1 bestseller 'The A to Z of Being Understood'. Working with her, Kay's clients experience a massive boost in confidence, more opportunities and recognition because they're able to connect with clients, customers and team members in ways that mean they're noticed, their experience and input is valued and their voice is heard day-to-day, every day. With a straightforward and easy manner, Kay is a self confessed 'WordNerd' blending influential language with powerful mindsets for her clients' success. She has a natural sense of style and humour, which she brings into her work. Kay's clients include small business owners and individuals as well as large investment banks and private and public organizations worldwide.

Kay's FREE eBook 'Power Up; Speak Up; Be Heard' has already been downloaded over 4,000 times. Download your copy, full of similar savvy tips, tools and exact words and phrases to use straight-away here by visiting www.wayforwardsolutions.com/powerup.



"It comes from saying no to 1,000 things to make sure we don't get on the wrong track or try to do too much"
Steve Jobs in BusinessWeek Online, Oct. 12, 2004

Phrases to help you say "No"

"Yes, now tell me a bit more about that first just so I'm clear"

"What flexibility is there with your deadline?"

"OK, well I can hear you're a bit stuck, what exactly is involved and who else have you asked?"

"Thanks for asking me - let me think about that for a couple of minutes and get back to you."

"Now if you want me to help with this, I'm available after 4pm if you're still stuck"
"Who else can you ask? I can help you with X after 5pm so you'll need to find someone else for Y"

"Yes, now that's tricky, I'm full on until at least 4pm so can you call me after then if you still need me?"

The BIG power of small words:

Why - puts people on the defensive instead of getting information you get justification. Ask what/where/when/how/who instead

But - the Great Eraser. What comes before is erased and the listener/reader is left with what's after your but! Flip it OR use 'And' instead

So - the first two letters of Solution. "So" moves you from the tricky part of what you've said and helps you move into solution/next step

EAST OF ENGLAND CO-OPERATIVE SOCIETY

When we say local, we mean local

By Roger Grosvenor, executive officer for retail at the East of England Co-operative Society

Despite the difficult economic climate, the East of England Co-operative Society is holding its own against major multiple chains and proving its commitment to operating at the heart of local communities.



We have over 200 outlets situated at the heart of 70 towns and villages across Norfolk, Suffolk and Essex. This is our patch and we are proud to serve it well.

In the last financial year we have achieved positive results which include an £11.7million pre-tax profit, our highest in five years. We are entirely owned by our members, whether they are customers, employees or the local community, so over half a million people across East Anglia will enjoy a share in these profits.

By shopping with us our customers know they are also supporting the local economy and community. Our Sourced Locally initiative accounted for £7.1 million of our food sales last year. But better still it has supported over one hundred local producers and enabled them to create more jobs. Our members were also given the opportunity to choose which community areas the Society should support. As a result we are investing in a number of programmes across East Anglia to support healthy eating education, environmental issues and in helping older people to live fuller lives.

Last year we opened a new optical outlet in Colchester. This has bought quality eye care to the town, created new jobs for the community and was central to the impressive 17.4 percent increase in turnover in our optical business. Our funeral business also continues to provide an essential and caring service for customers. We've seen a growth in demand for our pre-payment funeral plans and will continue to develop our services, listening carefully to what our customers tell us they would like.

We intend to build on these positive results and continue to grow our business, focusing on more store openings, making our property portfolio work harder for us and the communities in which we operate, and supporting our colleagues to deliver the best possible customer experience across all our businesses.

