

“Actions Have Consequences”

By: Jack Muellerleile

True statement: **Actions have consequences**. It is a natural law of physics that every action begets a reaction. Throw a pebble into a pond and watch the reaction...rings of little waves extending out perfectly in all directions.

When we apply this law to our business or our personal life, it becomes more interesting because we are not dealing with inanimate objects. We are dealing with complicated humans possessing long memories that make each capable of all sorts of reactions immediately or on a delayed basis.

Hereafter, ‘actions’ = the ‘spoken word’. We have all been exposed to folks who just blurt out comments without any prior thought whatsoever. Often, the comments make no sense to the listeners causing some to react with disdain toward the speaker. Others may feel sorry for the speaker and conjure up elaborate rationales for the senseless comments [i.e. the poor person is immature, ill-trained, uneducated (was never taught how to think things through) or is sadly misled]. When these thoughtless people hold positions of power within a business entity, in an appointed or elective office or even within our family, they cause more harm than good...perhaps unintentionally. Regardless, most of us do not want to be one of these persons because, eventually, they are not taken seriously by others and are generally ineffective in getting things done.

Good rules you may choose to follow include:

1. Think before you act.
2. Get your brain in gear before your mouth is in motion.
3. Be a truth teller.
4. Keep your message simple...and short (after 12 minutes people stop paying attention).
5. Write out on paper the statements you intend to make.
6. Look them over yourself and edit them to better convey your thinking.
7. Invite others to opionate about your revised text.
8. Role-play the planned interaction / presentation with a qualified, friendly audience who will sincerely give your performance constructive criticism.
9. Assess their reactions and edit the text again in light of same.
10. Practice, practice and practice the pitch again.
11. Once you have fine tuned your pitch to the max, find a way to deliver it over and over again (i.e. Q & A session immediately following your remarks, follow-on advertising campaign).
12. If all else fails, Hire someone else to do your talking for you.