



Customer Communicator Web Extra



Practice positive affirmations

Definition: Positive affirmations are statements that are spoken, and often repeated, to encourage and uplift the speaker.

If you talk to any Olympic athlete, they swear by the use of positive affirmations, says Alan Zimmerman, a performance management consultant.

Frontline reps, if they are encountering a difficult stretch during the day, will often use a self-affirmation like, "I'm calm. I'm a professional. I can handle this." Using that kind of self-talk throughout the day will help you manage whatever comes along and keep it from spilling over into your personal time.

Whether it's a work or family issue, "There's nothing wrong with telling yourself, 'I can handle it. I'm OK. I'll make it. I'm doing the right thing,'" says Zimmerman.

How to create powerful affirmations

An effective affirmation must be positive, specific, and expressed in the present tense writes Leena S. Gupta in *Psychology Today*.

Gupta, the Academic Dean of Online Education at Pacific College of Oriental Medicine, shares the following techniques for creating powerful affirmations:

1. Place your name in the affirmation
2. Phrase the goal in the present tense, to bring it into reality
3. Add a feeling to strengthen the affirmation (I feel, I enjoy etc.)
4. Add a reward to reinforce what you are truly working towards
5. Be sure to balance the goal and reward so they are realistic, achievable and meaningful.

Examples:

I, Jane, meditate 10 minutes a day and I feel strong

I, Sally, enjoy two nutritious snacks a day and I am healthy

I, John, manage my time well and I am in control of my life

I, David, set daily goals and I am empowered to achieve them



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