

BEST OR BEAST BEHAVIOR

Kjell Dahlin



Kjell Dahlin is BA. in rhetoric , author and lecturer. He has chosen to teach the subject rhetoric on a practical level where it really makes a difference. In the lecture BEST OR BEAST BEHAVIOR Kjell proves that our attitude is the most powerful communicative tool we possess. The attitude says more than what we speak. A slight difference in attitude can result in large effects. A comment about a " nice shirt " can lead to a revenue of USD 15000. The ability to really see a customer can lead to a lifelong loyalty to a company. Most people know that attitude is important, but how important is it? How do we take it further in practice? What can I do differently today that creates new results? What holds us back? When employees in studies respond to their own attitude, the answers are often 100%. When asked about their colleagues' attitude, they end up at max

70%. It starts with the self-realization that I probably still have the potential to develop, with all the positive effects that come from it. Listen therefore with an open heart and dare to challenge yourself to take a step or two towards an attitude that ultimately makes both yours and your fellow mans life more successful and even more fun.

The goal of the lecture:

- Increased understanding of the attitudes effect on relationships with customers and employees.
- Increased self-awareness of the own attitudes.
- Start practicing a positive attitude in the everyday moments.



Coaching questions:

1. On a scale of 1 - 100 , where would you place your own attitude ?

1 10 20 30 40 50 60 70 80 90 100

2. Regardless of where you fall on the scale, what could you do to advance 10 steps up?

3. What could you do for a client/colleague that does not cost anything, but contribute to increased confidence? Do you have an opportunity to practice it already today?

4. Next time a colleague chooses to spread a negative attitude - that you notice is draining the energy of the group - how will you decide to react?
