
Taking Charge of Your Positive Direction

by J. Bert Freeman

Synopsis and Q & A

What you say today can impact your life tomorrow. Your choice of words can move you in a direction towards or away from effective personal and professional relationships and you are in charge of that choice. Positive direction means that the words you speak consistently steer you toward the successes or outcomes that you want or need with others. In this book, J. Bert Freeman identifies the impact of choosing positive direction and shows you skills and approaches that you can use right away to build those important personal and professional relationships. Compiled from numerous skills and approaches called CONSISTENT POSITIVE DIRECTION™, this book reveals the power of direction in verbal interactions.

CONSISTENT POSITIVE DIRECTION is described as speaking, writing, learning and impacting reality toward the achievements, results, accomplishments or outcomes that you want. These skills and approaches came from years of learning, developing and teaching ways to interact successfully with others, when what you have to say really matters. Chapters 1, 2 and 3 of this book, will provide you with the core know-how to use Consistent Positive Direction in any situation. Learn the art of Verbal POSITIVE APPROACH, the sentence-to-sentence core skills which help you to stay consistent.

In subsequent chapters you learn that the power in using these skills goes far beyond adjusting words and sentences; it reaches to the depths of human interaction. For example, chapter 3, “Above the Clouds—The Positive Directions of Your Attitude”, coaches you on how to express any attitude in a positive direction however you feel. You learn how your abilities for respect, listening and learning have a powerful impact on taking your attitude “above the clouds”. Chapter 6, “The Essentials for Interaction”, consist of approaches you can use to move things forward and get things done. You will see how CONSISTENT POSITIVE DIRECTION connects to research that shows your abilities to influence future successes. Chapter 8, “Whole Brain Positive Direction”, examines how to use our differences and similarities in relationships and learning, based on our brain tendencies. The titles of chapters 9, “The Power of ME” and 10, “How to be Tough Using Positive Direction Stuff”, speak for themselves and delve into managing expectation, effort, and esteem (chapter 9) and exercising endurance, persistence, insistence and consistency (chapter 10) all in a positive direction.

Among the skills and approaches that are expressed in this book, some are called “Power Options”. Power Options are approaches for many of the verbal and written encounters that you have in your life. Many of them connect to what you already know. With the infusion of CONSISTENT POSITIVE DIRECTION, they are connected to human experiences, stories and observations. Hence, you will encounter a number of approaches that are titled with acronyms or phrases such as ‘Inside RAPP’, ‘TOLL Free Openness’,

‘TALKEASE’, ‘LEAPS and REAPS’, ‘The Silent Mentor’, ‘EPIC Toughness’ and more. There are over 165 Power Options. Those that are included in this book expand your readiness for forward movement, resolving differences, finding solutions, building relationships, and making change work more easily, all in a positive direction. You will be able to use what you learn immediately, the core and advanced approaches to handle personal and professional relationships with genuineness and success. You will be equipped for Taking Charge of YOUR Positive Direction, now and for a lifetime.

Q. Why did you write this book?

A. I have been teaching skills and approaches called CONSISTENT POSITIVE DIRECTION? since 1987. CONSISTENT POSITIVE DIRECTION means to speak, write, learn and impact reality in the direction of the required and desired outcomes, results, accomplishments, achievements, goals, objectives and/or successes. These skills and approaches were expanded throughout the nineties and taught in workshops, seminars and lectures primarily using workbooks. A number of people who learned these skills said that this information needed to be in one place. I did further research and compiled the work that I had developed over the years and put it all ‘under one roof’.

Also, I entitled the book, _____ and subtitled it "How to handle personal and professional relationships in a Consistent, Positive Direction", because I realized that we communicate with other people all the time and our choice of words can move us toward or away from healthy relationships with them and we are in charge of that choice. The skills and approaches of Consistent Positive Direction learned and practiced in this book will help build confidence that we will say the things that moves us in the direction of the successes or outcomes that we want in those relationships.

Q. Who is your target audience and why?

A. I have conducted workshops for groups and individuals of different ages and backgrounds for many years. It became evident that this work was for people who want or need change and people who have the power to influence change. Many of us are seeking ways to adjust our realities and this book provides the skills and approaches that help us focus on the realities that we desire or require. Whoever is in the audience will grasp the value to focus forward toward their goals and the relationships that help to get them there.

Q. Why should we read this book?

A. People are goal oriented. This book helps you to have a process to easily move towards goals. It provides skills and approaches that we can use to be consistent with our forward focus in any situation under any circumstances. We often spend a lot of time focusing on what we want to get away from. In some relationships in our lives, we have strong differences of opinions. The reader learns ways to strengthen those relationships, rather than to perpetuate differences.

Q. What does taking all the negative words out of everything you say, have to do with relationships? Can you give an example?

A. It is often thought that in order to emphasize our point, we have to use words like 'not' or 'don't and other 'other than positive words'. Chapter 5 in the book is called 'Positive Directions of the Heart'. It deals with expressing our feelings or emotions and shows how we can express our emotions using Consistent Positive Direction and still make our point. There are a number of examples that connect to everyday experiences in relationships in this chapter. Negative words can take us farther away from healthy relationships. For example, a spouse or significant other may say, "I didn't appreciate you leaving without saying goodbye." This puts the other person on the defensive when, "I wish you had said goodbye before you left," has more implications of strengthening the relationship. A parent may say to their son/daughter, "That was rude and inconsiderate." The parent could have said, "You should always be considerate." Telling a child/person that they are rude and inconsiderate can take away bits and pieces of their self-esteem which could impact the comfort in their relationship. A teacher may say to a student, "I can't teach you if you don't want to learn." Instead they could say, "I need to know that you are ready to learn." In this way the relationship that the teacher has with the student remains invitational. In each example, we saw that the sentence could be changed to focus on the desired result and still the point was made with equal emotion.

Q. How is this different from other 'positive' approaches?

A. Consistent Positive Direction primarily involves verbal interaction with others. The emphasis is on applying direction (i.e., positive direction) toward the successes or outcomes that we want compared to applying 'attitude' or 'thinking' (i.e., positive attitude or positive thinking). In the book, from the first chapter to the last, readers learn that they can use Consistent Positive Direction in every part of their lives. Research shows that there is direction in the habits of expressing our thinking and our attitudes which may impact our future (attribution theory, explanatory styles and the Theory of Reasoned Action). Even in the most demanding circumstances a person can speak in the direction of the required outcome or result. One of the approaches discussed in the book is called 'Complete Respect in a Positive Direction'. In a workplace, there may be some serious respect issues that need to be addressed. For example, rather than a person saying,

“I can’t bare to come to work another day and listen to your foul mouth.” Instead, the person could say, “Whenever you are around me at work, I expect you to use respectful language.” In this case, respect was the issue, however as much as a person requires respect; he can be respectful while saying what has to be said. In the book, in addition to applying direction to respect, it is also applied to effort, endurance, patience, and more, showing multiple ways to establish positive direction as a habit.

Q. Why is it so important to understand direction?

A. As I said, people are goal oriented and on any given day we have goals, large and small. They can range from a person wanting to close a six figure business deal to making sure that she is on time for work everyday. Rather than saying, “Boy, I hope I don’t lose this deal.” She can say, “I’m going to make sure that this is a ‘done deal’.” She will most likely identify what needs to be done to assure that the deal is closed. That is positive direction – talking toward where you want to go rather than what you want to get away from. If she says, “I don’t want to be late for work anymore,” what she really wants is to be on time for work everyday. This way, she will most likely be focused on doing the kinds of things that will make her on time for work everyday like going to bed earlier, leaving her house by a certain time and so on.

Q. What research substantiates your claims?

A. Throughout the book, even where the reader learns advanced skills, examples are expressed in sentences. In their research, authors Townsend and Bever of *Sentence Comprehension: The Integration of Habits and Rules* (MIT Press, 2001), established that the sentence is the fundamental element of speaking and listening comprehension. Metaphorical representation of brain tendencies, preference, and thinking styles explain the differences in ways that people respond or react in similar situations. For example, a left-brain person may approach a set of circumstances in a different way than a right-brain person. Yet, they both can use the skills and approaches of Consistent Positive Direction. If they are working together and strong differences of opinions arise, Consistent Positive Direction training provides the skills to reconcile or resolve differences for successful results.

Q. How does Positive Direction identify/address a person’s or organization’s high demands, challenges, or issues and how does it remedy them?

A. Consistent Positive Direction helps to identify the realities that need to be in place. I was working with a community organizing committee that was very concerned about the safety of its citizens. There had been a number of shootings in the neighborhood, some of which resulted in death. As compelling as it was for the participants to continue to focus on their current realities, I asked questions and insisted on answers that focused on

solutions – the positive direction. When they made statements about how ‘bad the neighborhood had gotten’ and how the community was ‘being ignored’, by getting the group to focus on and articulate what they wanted in their neighborhood, they were able to identify the changes necessary to make their community safer and then move towards the outcome that was required.

Q. What do you want people to take away from this book?

A. I want people to realize that being forward focused is a skill and that whatever their personality, they can always use Consistent Positive Direction. After years of learning and compiling this work, this book provides skills and approaches of Consistent Positive Direction that you can use right away, everyday...when what you have to say really matters.

