



Words That Work

<p><u>Theoretical/ Knowledge:</u> <i>"The Learner's Soul"</i> Passion for Knowledge</p> <ul style="list-style-type: none"> • I have a problem that I need you to help me solve. • Research. Analyze Learn. Know. • Here are the facts. • Deeper meaning. Formulating theory. Identifying truth. • Curious. Books. • Understand. • Smart. Wise. Expert-status. 	<p><u>Utilitarian/ Economic:</u> <i>"The Business Person's Soul"</i> Passion for Business & Making Money</p> <ul style="list-style-type: none"> • Maximize resources. • Eliminate waste. • The return on investment is... • Earnings. Interest. Profit. Wealth. • Practical. Useful. • The bottom line is... • Achievement. Reward. Value. • Productivity. Time management. 	<p><u>Individualistic/ Political:</u> <i>"The Power Player's Soul"</i> Passion for Leading, Being in Front</p> <ul style="list-style-type: none"> • This is the best... • This is an opportunity for leadership. • Excel. Advance. Be #1. • Power. Recognition. • Distinctive. • Outside the box. • New ideas. • Take control and be in charge. • You have the authority... • We need a front person.
<p><u>Social/ Altruistic:</u> <i>"The Helping Others Soul"</i> Passion for Service & Helping Others</p> <ul style="list-style-type: none"> • We/I need your help. • Listening to others, coaching help. • Volunteer. • Making the world a better place. • Contribute. Giving. • People. Humanity. • Service. Serve. Charity. • Soothing and comforting others. 	<p><u>Traditional/ Regulatory:</u> <i>"The Process and Order Soul"</i> Passion for Enforcing 'the Rules'</p> <ul style="list-style-type: none"> • Standards. Structure. Routine. Tradition. • Protocol. • Discipline. • Tell me about your beliefs... • Tell me about the rules. • Help us stay in line. • Follow your conscience. • Sacrifice. • History tells us... 	<p><u>Aesthetic:</u> <i>"The Balanced and Sensitive Soul"</i> Passion for Creativity & Beauty</p> <ul style="list-style-type: none"> • Work life balance • Appreciation. • Using descriptive words, phrases, simile and metaphor. • Ask: How are you feeling? • Visualization. Picture this... • You'll have time to re-energize. • Creativity. • Beauty. Harmony. Ease. • Self help and personal development.