



## Words That Work

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