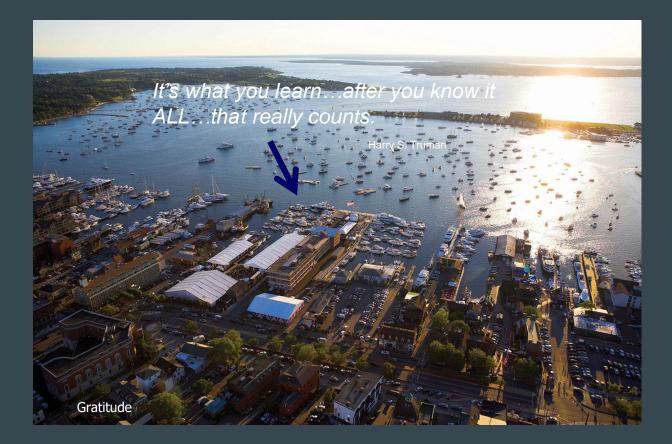
The Power of **POSitivity** "Get To" vs. "Have To"

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Gail Lowney Alofsin Author, Speaker, University Professor, Sales & Marketing Executive

> May 6, 2022 9:00 a.m. – 10:45 a.m.

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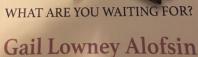
The Power of Positivity!

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Gail Lowney Alofsin



Maximize Your Time, Your Brand, Your Life



Burnout



Emotional Exhaustion

Fatigue that comes from caring too much for too long

- Chronic fatigue
- Insomnia
- Impaired concentration
 or forgetfulness
- Anxiety and depression
- Anger
- Increased illness
- Physical symptoms like heart palpitations, chest pain, shortness of breath, GI pain, dizziness, headaches, and fainting



An unconquerable sense of futility, feeling that nothing you do makes any difference

- Feelings of apathy and hopelessness
- Increased irritability
- · Lack of productivity
- Poor performance



Depletion of Empathy

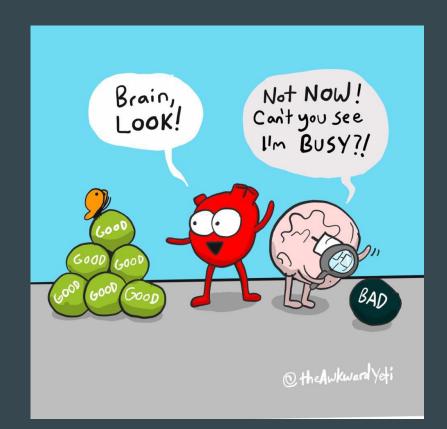
Detachment & depersonalization the depletion of empathy, caring and compassion

- · Loss of enjoyment
- Pessimism
- Isolation
- Detachment and Disconnection
- Difficulty feeling care or compassion for others

Stressed Out?

EMAIL!!! Meetings/Got A Minute? Body Language Communication/Information and lack of it Little time for personal activities DEADLINES Supply chain? Toxic People/Situation/Negativity

Negativity Bias: When faced with situations with a positive or negative nature - even when there an equal choice of intensity – where do we lean????



Negative Self Talk

Blame/Judgment/Casting Aspersions Magnify?– Blowing things out of proportion. Challenges: Does it need to be perfect <u>or done?</u>

1) The Case for **Positivity**

Companies are...

50% More likely to have lower employee turnover
38% More likely to build more productive teams
44% More likely to have higher customer satisfaction

S. Lyubomirsky (Univ of CA, Riverside)

Positivity focus:

Avoid comparison
 Nurture relationships
 Look beyond yourself
 "Get to" versus "Have to"
 Body & Mind/Spirituality
 Gratitude – Your Many Gifts!

"Get to" versus "Have to"

NOT EVERYTHING IS CANCELLED

sunshine is not cancelled spring is not cancelled love is not cancelled relationships are not cancelled, reading is not cancelled naps are not cancelled devotion is not cancelled music is not cancelled dancing is not cancelled imagination is not cancelled kindness is not cancelled conversations are not cancelled hope is not cancelled

#keeplookingup SimpleStencils.com

HOW TO AVOID TOXIC POSITIVITY

INSTEAD OF SAYING...



"You'll get over it."



"Don't be so negative!"



"Always look at the bright side!"



"Failure is not an option."



"Think happy thoughts!"



"It could be worse."





"It's hard but I believe in you."



"It's okay to feel bad sometimes."



"It can be difficult to see the good in this situation, but we'll make sense of it when we can."



"Failure is part of growth."



"Things can get really tough, I am here for you."



"Sometimes we experience bad things. How can I support you?"



2) YOUR Brand What are YOU Communicating?

M or M?

Eeyore or Elvis?



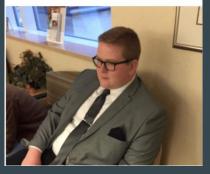
Mirror, Mirror

7/11 - How are You Wrapped?

11 impressions are made within the **first 7 seconds** of meeting someone for the first time:

- Education level
- Economic level
- Perceived credibility, believability, competence and honesty
- Trustworthiness
- Level of sophistication
- Sex-role identification
- Level of success
- Political background
- Religious background
- Ethnic background
- Social, professional and sexual desirability

my sister is about to have a baby and my brother showed up to the hospital in a suit because "first impressions matter"



Emotional Intelligence: Identify/Manage YOUR Emotions

3 Competencies:

- Emotional Awareness
- Management of Emotions
- Relationship Management



Productivity

High Emotional Intelligence = **increased** productivity within the workplace.

Low Emotional Intelligence **lowers** productivity within the workplace limiting success.



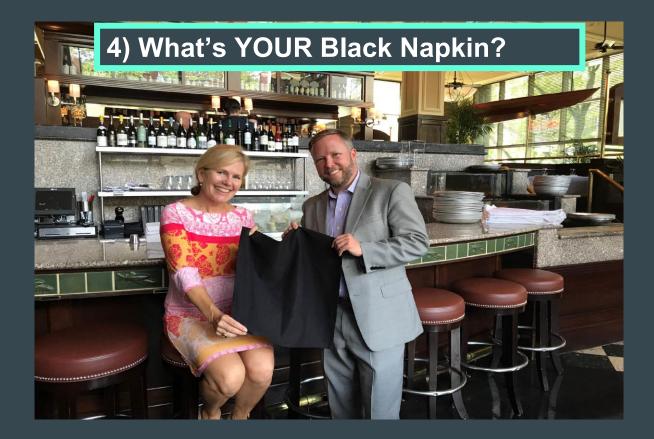
Source: NaturalHR



3) Everything Communicates!

- Listening 125/400
- 55.38.7
- ED.BB.TR
- CALM





50% Genetic 10% Circumstance 40% Habits/Thoughts (Sonya Lyubomirsky, Univ of CA, Riverside)

PUMA

250,000 people served 100+ villages 200+ Haitians employed

















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Thank you!

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