

MaxTips!

Productive to the Max

Productivity

Performance

Profitability

NO is not a four-letter word

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Why is it so hard for us to say "No"? The word has only two letters and most other expressions like "I'd be happy to" and "of course I can" have a lot more. The word itself is perceived as negative. We feel we will be judged and categorized or will hurt someone's feelings. Our respect for authority and our competence are questioned whenever the word is even mentioned. We like to please people and saying no just does not cut it. We like them to know that we are reliable and efficient. They can count on us because we are indispensable. We all know people who always say yes. They are always agreeable. How do we really perceive these people? Do they actually keep up with all the demands they agree to, or do they let us down by taking on too many responsibilities?

There is a direct line from the word no and our self-esteem and respect. We love to say "yes" because it makes us valued. However always agreeing to do something means our goals are not as important as others. It shows people that we don't really value our time or respect our boundaries. One of the keys to time management is ensuring that our goals come first and that we do a better job on the things we can say yes to. Be assertive. You **can** say no to the requests of others while still respecting their needs.

As long as you are aware what you choose in life and adjust your tasks and projects according to those choices, then you will be able to acknowledge the importance of saying no.

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