

# MAKING WORDS WORK



She's the author of a best seller and has executive business clients from across the world. **Anne Gould** spoke to Kay White at her home in Newbourne about teaching women of the world how to make their conversations count

**T**oday she might be appearing at an international businesswomen's conference in Vancouver, tomorrow in London and the next day Palm Springs.

Yet a day doesn't go by when she doesn't take her three Lurchers – all rescue dogs – out for what she calls a "blast", most often in the Suffolk countryside.

Her trusty Macbook links her across the world from her kitchen table and had it not been for her picture-postcard Suffolk retreat

her new book, *The A-Z of Being Understood*, might not have made the bookstores quite so soon.

Kay, who worked at Willis, first as a PA but eventually as a director in markets across the globe, is one of a growing breed of people who have embraced the power of cyber space from their own backyard.

It means that she and husband, Snowy, who works in the city, have been able to fully appreciate life in the countryside and immerse themselves in village life.

Alongside her career, Kay writes and publishes the village newsletter while Snowy is one of Newbourne's volunteer Grasscutteers who keep the churchyard and surrounding area looking trim.

One day they have ambitions to live and in the village full time but because of work commitments currently maintain a London base.

That doesn't stop Kay from using her vast corporate experience to help women "sparkle" in business whether they specialise

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in real estate in San Diego, are VIPs from Alabama or are at University Campus Suffolk.

She says her role as an executive meant that she travelled the world for business, even living in Paris for a while, all the while talking to people, negotiating deals and of course there were the meetings.

All the while she was honing her ability as a consummate communicator to the point now where she has been acknowledged as a "Jedi" in the art.

Certainly in a world where increasing numbers of people, and women in particular, are starting up in business being a "savvy communicator" is an absolute essential.

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whether you say bonus or discount, cost or investment.

"In meetings women often use phrases like, 'Can I just say', which works against them as they are giving themselves permission to talk".

Then there's the difficult one – how to say no. Luckily she's come up with a whole range of different and positive ways of getting over this little hurdle.

"Women use too many words and do not express themselves positively from the word go."

She's also able to help with problems with networking, using the right words when managing a team and even how to write an email that will get you noticed.

In fact her book deals with a myriad of

ways of achieving a better outcome just through the use of the right sort of language.

Apparently 'and' is better than 'but'; there are 1,200 power words and learning the secret between open and closed questions is pretty much essential.

"I break down the principles of how to be noticed in business, how to be polite and how to stay connected."

It all sounds pretty complicated but that's why Kay decided to write her book, which is usefully broken down into daily tasks and includes real life stories so you can see how the 26 principles work. She's been thrilled with its success.

"It became a best-seller on Amazon in the customer service section within two weeks, it's now on sale in 70,000 outlets and there are the tele-seminars too as different people learn in different ways."

The results have been fantastic too – learning Kay's communication skills have helped clients earn more, become even more successful, be more confident and be promoted too.

Kay is working with Suffolk Chamber of Commerce and for those who want to hear her in person a talk is coming up soon. ■

## Do you know what you are good at?

Here are Kay's tips to help you discover your real value.

Isn't it often the first thing we say when someone compliments or comments on something we're good at or something we find easy – "oh, it was nothing, I always do it like this" or "oh, I've been doing this for years, it's just what I do". This is a magical moment if you listen out for it. What you're being given in that moment is one of the clues of what one of your special gifts actually is. Your special 'secret sauce' if you will.

The actual words people say about what it is you're doing, tells you in that moment, about how they value it. Not about how you value it, but about how they value it and that, my friend, is where the true gift for you is. If you are still unsure the answer to these five questions might help.

"What do people often compliment or comment on when I'm doing what I do?"  
 "What do I seem to find easy and instinctive and yet other people seem either lost or confused about being able to do this?"

"What is it that I can't not do?" (hint – this is a ticklish question designed to show you that wherever you are, whatever's going on, you're probably involved in and engaging others with that gift of yours – whether they want you to or not!)

"When I think of the value in what I'm able to do, what difference does it make to other people/my business/our clients" – you get the idea here.

"If I stopped doing what I 'just do' – what would happen, what would the cost or effect be?"

Your responses to these questions – the exact words you use – will give us big clues as to what might be there right at the end of your nose. For you to be valued, to be understood and really be heard day-to-day, having ways to express the value you know you add is key for you. It's how you get to stand out from the crowd and then show up and be valued.

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THE **A TO Z**  
 OF BEING UNDERSTOOD

make your voice heard and your conversations count

"The A to Z of Being Understood makes it easy and clear to understand *how* to be understood and *why* it's so important for you."

Brian Tracy  
 Success Expert and best-selling author *The Psychology of Selling*

Become a more savvy communicator  
 26 easy-to-apply principles from A to Z

Kay White

The A-Z of Being Understood is £11.99 and is available from Kay's website or from Amazon.