

FUEL OPTIMISM

PROPEL YOUR BUSINESS WITH POSITIVE BELIEFS

Optimism is one of the most important keys to success for yourself, your team and your business.

Studies have shown that people in all kinds of situations perform better when they have a sense of optimism about what can be achieved. From underperforming students to patients recovering from surgery, to results in the stock market, people and entire countries get better when they have a belief that they can get better.

Your role as leader, an optimistic leader, has never been more important. The people you manage need to have a sense of your own confidence in their ability to succeed. They need to see you being confident and optimistic about the future of the business. This can be extremely difficult, especially if you really have doubts about a person's capability or market conditions are threatening your business.

I believe my own business has grown over the years because I have a belief that I can do more and I can help others with their businesses. I am optimistic that I will find or attract more opportunities, even though I may not know now what they may be.

Punting the pessimism

Just as important as maintaining a sense of optimism is squelching pessimism when it appears in your organization. There will always be critics and skeptics, but if pessimism is too prevalent, that attitude can bring the whole organization down. Expect the worst, and it is more likely to happen.

Take the Bull by the Horns

Expectations drive everything. So your challenge is not only to manage the aspects of the business that need your attention, but to consciously affect the expectations that are created in your work environment. What can you do?

- **Catch the negative attitudes.** Turn them around. Pull a person aside if you need to to let them know you've noticed their negative attitude. Help them see a different point of view. Pessimism is poison.
- **Promote the positive.** Positive people can be contagious. Make sure their voices are heard. Talk about successes. Optimism is energy.
- **Focus on opportunity.** Opportunities are everywhere when you look for them. Keep specific opportunities in front of people. Opportunities can be compelling and good incentive for employees.

As you reflect on your own day-to-day leadership, keep optimism on your radar.

Optimism can supercharge your employees.



What are you most optimistic about in your business?



What will you do to help increase the level of optimism in your workplace?

