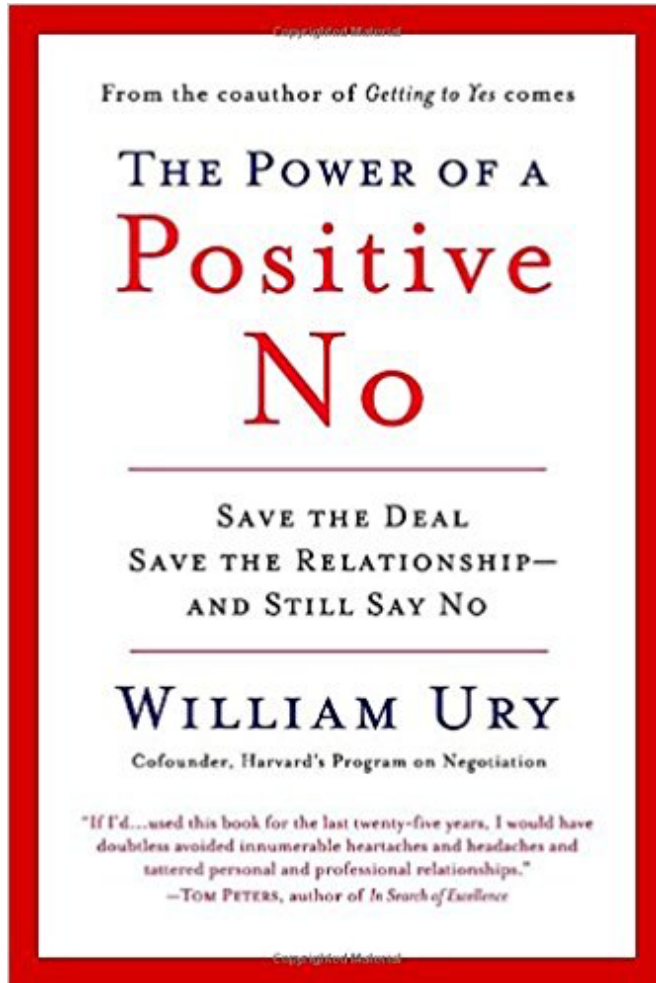


THE POWER OF A POSITIVE NO



You may be afraid to say NO to the next assignment because :

- You don't want to lose the deal
- You don't want to damage the relationship
- You are afraid you will lose your job
- You feel guilty

Learn more at:

<http://www.williamury.com/books/the-power-of-a-positive-no/>

A POSITIVE NO IS A YES! NO. YES?

YES!  expresses your interests

NO  asserts your power/position

YES?  furthers your relationship

A **Positive No** thus balances power and relationship in the service of your interests

(Source: "The Power Of A Positive No – Save The Deal, Save The Relationship – And Still Say No" William Ury)