



# THE POWER OF LANGUAGE

4PositiveGrowth

## Who are we but the stories we tell ourselves and believe?

*Before you read on, turn to page 2 and take a few minutes to write down a list of words. Have you completed it? Great. Read on!*

### What we tell ourselves is what we believe.

Henry Ford once said, 'Whether you think you can, or you think you can't, you are right'.

What is he saying? He's saying, **what you think, is what you are**. You've already decided whether you can, or you can't, before you've even tried.

Consider the impact of this more broadly, in your everyday life and in shaping your future. Our language, the words we say out loud and those in our head, are extremely powerful. **They shape our thoughts, emotions, behaviours and actions**.

We are often aware of the impact that words can have on others. Negative, hurtful language, akin to bullying, can have a lifelong impact on someone. It can shatter their confidence and self-esteem. It can leave them stressed and worried.

We are often less aware of our own language, our own self-talk; what we say about ourselves, to ourselves. It has the same immediate and long-term impact on our emotions and our lives.

Take a moment to reflect on the list on page 2. How did you describe yourself? What are you saying to

yourself about yourself? How are you labelling yourself? Because **labels stick**.

The label is the story you are telling yourself, about yourself, every day. You're telling your brain what you believe to be true about yourself and what's very interesting about the brain is that it continuously looks for evidence to back up your 'label'.

In the same way, it looks for the answers to the questions you ask it. For example, when you ask yourself, '**Why can't I do this?**' the brain looks for all the reasons to support why you can't do it. By simply switching to, '**What CAN I do to achieve this?**' your brain is now looking for all the positive options and solutions to help you achieve what's important to you.

So, coming back to Henry Ford, 'Whether you think you can, or you think you can't...' you can now appreciate why he said, 'You are right'.

This is a very short introduction to our **POWER OF LANGUAGE** workshop. In our half day workshop, we look at the impact of negative and positive language in greater depth. We help you understand how language impacts your everyday life; how it shapes your future and impacts your wellbeing. We help you **harness the positive power of language** so you can be at your best, every day. We look forward to seeing you there!

Take a few minutes to list below all the words that come to mind when you think or state,  
**'I AM' or 'I AM A ..... PERSON'**  
I'm not going to give you any examples as that will hijack your thoughts!  
Think about how you describe yourself, feelings, behaviours, actions, roles, beliefs, values...  
Use single, abstract words where possible. Enjoy!

When you are finished, return to page 1

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For more information about  
THE POWER OF LANGUAGE  
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