



RYAN AVERY'S

# WORDS TO DELETE

Ryan Avery believes the better we communicate, the better we operate. The problem is most leaders are talking and not strategically communicating. After listening to Ryan's keynote, we know that deleting these words from our vocabulary will increase our influence and get us one step closer to Go From A to THE® in our industry!

**WE** | Who is "we?" No one knows who "we" is! Remember to use your company name in place of "we" so you are remembered and stand out. Everyone else uses "we", except you!

**JUST & ONLY** | These words destroy our confidence and minimize what we have to offer. Remember, "We can't maximize our influence, when we minimize ourselves!"

**THINK** | "I think we should be partners!" "I think you would like this!" "I think we should do this!" Why say *think* when you *know*? "We should be partners." "You would like this." "We should do this!"

**KINDA/SURE** | We want our leaders to present themselves with confidence and these two words make you seem unsure. Say ABSOLUTELY or YES or NO and then give reasoning.

**HONESTLY/ANYWAY** | When you say these two words, it sends the signal that what you have said prior to it was either not honest OR didn't really matter.

**BUT** | Change all of your BUTS to ANDS and watch how many more people you inspire to action. Remember, "It's not about attention, we as THE leader care about ACTION!"

**IF** | This lets them have an out. "IF you have time to meet me..." should be changed to, "WHEN do you have time to meet with me?" Where can you change your "if" to "when?"

**HELP** | The word "*help*" means you do it for free, the word "*work*" means you get paid for it and implies you will get something accomplished. Don't say we "*help*" our clients say you "*work*" with your clients.

**WAS** | Don't use "*was*" when telling stories. It is all about reliving vs. retelling for maximum engagement and we want to bring our stories to present tense. Remember, "Engagement leads to action!"

**RYANAVERY** | THE KEYNOTE  
SPEAKER

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