



*Yes!*

**LIVES IN THE  
LAND OF**

**No**



**TRAINING GUIDE**

### **YES Lives In The Land of NO Training Guide**

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## Introduction

It's no secret that we live in a world full of negativity. It seems like everywhere we turn, we're confronted by negative people with shaking heads, brush-offs, closed doors, and put-downs. Negativity is everywhere: in our workplaces, in our communities and places of worship, in government, in social settings, in schools, and even within our families. Dealing with negative individuals is a common occurrence.

Some days we wonder, "Why bother?" Trying to find happiness and success in an endless landscape of negativity often seems too hard.

Sound familiar? If so, we have good news for you: Help has arrived!

Understanding the sources of negativity is essential for people to work together effectively. This training program will help viewers develop skills for their own journey through the Land of NO.

This practical and entertaining program will help participants deal with negativity faster, more effectively, and with a lot less discouragement and despair.



## **How to Use This Program**

From expert trainers to those new to training, anyone can successfully use this program. YES Lives in the Land of NO is a versatile package that can be used in a variety of different delivery formats:

### **1. TRAINING SESSIONS**

This guide makes it easy to conduct training sessions to help people improve their job effectiveness. Participants will learn how to deal with difficult people by getting what they need from others while simultaneously building strong relationships. They'll discover how to overcome their own negative feelings, worries, and counterproductive habits.

### **2. STAFF AND TEAM MEETINGS**

Don't have the time to pull people together for an extended session? Divide the material in this guide into modules and create shorter training sessions for team meetings.

### **3. PROJECT KICKOFFS**

Start your group off on the right foot by presenting this material at the beginning of a project. Help prepare everyone for challenges they may face!

### **4. SALES MEETINGS AND PRODUCT LAUNCHES**

No one hears "no" more than salespeople. Rejection and rebuffs are business as usual. This program is the perfect motivational resource for any sales team. It reminds them of the importance of planning and preparation, the key element of timing, and the most essential key to sales success: perseverance.

## **YES Lives In The Land of NO Concepts**

- The Land of NO is everywhere: in organizations large and small, in government, in schools and universities, in hospitals, in communities, in nonprofit groups, and yes, even in families.
- We can't avoid negative people. We must learn how to deal with them.
- Negative people are not bad people. It's just easier and safer to say NO.
- Not all NOs are created equal. We must understand why someone is saying NO if we hope to turn that NO into a YES.
- Often, we can avoid getting rebuffed or rejected if we do our homework, plan carefully, pick the appropriate time and place, and understand the wants and needs of the person from whom we seek a YES.
- Helping others say YES means helping them understand what's in it for them.
- Sometimes the Land of NO is internal. Apathy, cynicism, and poor self-esteem sometimes lead people to give up before they even try to find YES.
- Attitude is everything. Attitude is what makes the difference between people who are successful and those who never even try.
- Success in life is often not a function of talent, intelligence, or education but a function of determination, perseverance, and willingness to hang in there for what you really want.
- Finding YES in the Land of NO is not something you have to do alone. Teaming up with like-minded others increases your likelihood of success.
- For inspiration and instruction on finding YES in the Land of NO, look around you for people who are already doing it. Learn from them. Ask them to teach you what they've learned about finding YES.

## Program Synopsis

Our story opens in the Land of NO, a dark and dreary place populated by negative characters, naysayers, obstructionists, and grumpy people. As the narrator gives us the lay of the land, we get a good sense of just how challenging and discouraging it can be to live and/or work in the Land of NO.

A litany of woes await our hero as he ventures into the Land of NO. The characters he encounters are like people many of us will recognize from our own experiences:

Don Rock de'Boat and Stan S. Quo say NO because they don't want to deal with change.

Lotta Fear is just plain scared.

Nomo Money says NO because his only concern is the budget.

ReNay Sayer is negative simply out of habit, as is Noway Jose.

Yeah Butts can always be depended on to point out what's wrong with any and all proposals and ideas.

And Red Taype is just doing his job — which is to say NO.

These characters are not bad people. They've just learned that NO is easier and safer.

The program poses this question: **Why** would anyone want to spend time in the Land of NO? The answer: Because that's where YES lives. You have to deal with a lot of rejection on your way to achieving your goals. If you want to be successful, you must journey through the Land of NO.

The program then addresses a second question: **How?** How do we find our YES in the Land of NO? First and foremost, finding YES is an inside job. Inside us! It begins with having the right attitude. In the program, we see how people with negative attitudes get stopped cold by a couple of NOs. Then we watch as other characters with positive attitudes overcome the NOs, and go on to be successful.

The program outlines the steps to take to help ensure your success: Do your homework and plan your approach; pick your time and place carefully; know your audience, and prepare for objections.

We discover that when dealing with Lotta Fear, you must reassure her that her worries and concerns can be addressed.

If Nomo Money is the obstacle, you must do your homework, crunch your numbers, and show how saying YES is actually more cost-effective than saying NO.

When you're dealing with Yeah Butts, you need to anticipate his objections so that you can counter them persuasively.

If Don Rock de'Boat and Stan S. Quo are your problems, point out to them how the world is changing and that your organization must change to meet the new challenges.

With Red Taype, you'll need to show him how cutting the red tape will make his job easier, not harder.

As the program draws to a close, we see how helping others find a way to say YES is the key to achieving what we want at work and in life. How do we do that? By showing others what's in it for them to say YES!

And we don't have to do it alone. We can learn from others who've been successful in finding YES in the Land of NO. We can team up with others who have similar goals. We see that in the story as our hero aligns himself with those who have found their YES.

In closing, we discover that the Land of NO is not a place to be avoided. The Land of NO is the perfect place to be, because that is where we'll find our YES... that's where we'll experience the benefits of persevering to achieve the results we seek.

## **Tips for Trainers**

- Familiarize yourself with the program and materials. Watch the program and review the support materials to determine which exercises you want to use with your group.
- Make sure you have all the materials you'll need: flip charts, markers, DVD player and monitor, handouts, etc..
- Test the DVD player and the program before the session.
- Ask participants to silence their cell phones and other electronic devices.
- Remind everyone that it's OK to disagree. Encourage interaction; invite questions and comments throughout the session.

## How to Deal with Negative People

90 Minute Training Session

### Materials needed:

- *YES Lives in the Land of NO* DVD.
- One Flip chart and markers for the trainer and each small group.
- Copies of Handouts #1 through #5.

### Instructions to Trainer:

- Introduce yourself to the group.
- Ask participants to introduce themselves to the group.
- Outline the objectives for the session:
  - » To learn how to deal with people who exhibit negativity.
  - » To understand the effect that others' negativity has on you.
  - » To explore ways to get what you want/need in spite of rejection.
  - » To experience tenacity, persistence, patience, and resilience.
- Explain how the group will work together.
  - » The session will be interactive.
  - » It's not a lecture; it's a training session.
  - » It's OK to ask questions, disagree on issues, and have different perspectives.

## **INTRODUCTION:**

This training session is a virtual “field trip” to a place that is undoubtedly familiar to everyone. The Land of NO. We’ve all spent time there because it’s everywhere. As participants watch the program, encourage them to note when they recognize a situation they’ve experienced.

After you show the program, choose the exercises you want to use with your group.

## **EXERCISE I**

**Where do you find negative people in your life? How does their negativity show up?**

Ten Minutes.

In this activity, participants will consider the different ways that NO shows up in their lives.

Break participants into small groups. Give each group one of the following topics. Ask the groups to identify one person to take notes and present the results. If available, groups can use flip charts.

1. Do I have negative people in my family? If so, what does their negativity look like?
2. Are there negative people among my friends? How do they express their negativity?
3. Without naming names or positions, are there negative people in groups or departments at work?
4. Without naming names or positions, do people exhibit negative behaviors in my own department or work team?

Create more questions if you have more than four groups.

## **Instructions to Trainer:**

After five minutes, ask one person from each group to report what they discussed. You can encourage discussion and comment on their answers if appropriate. You can also pass out Handout #1, “The Language of NO.”

## EXERCISE II

**Who is your toughest type of negative person? What kind of NO stops you cold?**

Ten Minutes.

Some negative people are hard to deal with; others less so. But they all present challenges!

In this next activity, break participants up into pairs. Ask them to turn to the closest person and compare notes on the NO behavior that is the most challenging to deal with.

What's the toughest NO behavior you have to deal with?

Is it NO at work or in your personal life?

When does NO stop you cold?

After three minutes pass, stop the discussion. Ask viewers to share with the group. List their answers on your flip chart and spend a few minutes discussing the answers.

## EXERCISE III

**What lies behind NO? What influences someone's negativity?**

Ten Minutes.

Ask the group the below question. As they come up with answers, write them down. You can comment if appropriate. You can also pass out Handout #2: "Some of the Many Reasons People Say NO."

**Group Question:**

Not all NOs are created equal. Different people have different reasons for responding negatively to our ideas, plans, and suggestions. What are some of the reasons people are negative?(Possible responses can include: fear, ego, control, budget, bad experiences in the past, perfectionism, fear of making a mistake, or no time.)

After the group has come up with a list of answers, ask them which they think are the most common.

Lead a brief discussion and circle the top five reasons the group comes up with.

Note: These choices may be used for activity five.

## EXERCISE IV

What do you hear when someone says NO? How do you react to negative people?

Ten Minutes.

Sometimes, the way we react to someone else's negativity is even more problematic than the negativity itself. It all depends on what we hear when someone says NO: what we think their rejection means about us and what we ultimately do.

For this activity, refer participants to Handout #3, "What Do You Hear When Someone Says NO?"

Ask participants to individually go through the handout and answer the question. Come back together as a large group and have a discussion about their responses.

## EXERCISE V

How can you turn NO into YES? What can you do to deal effectively with negative people?

Ten Minutes.

Given that negative people are everywhere, how do we deal with them? How do we ensure that others' negativity and rejection don't make us negative as well? Break the participants into five small groups and ask each group to consider one of the factors that breeds negativity.

Note: You do not have to use the below factors. They are suggestions. You can also use the responses from Exercise 3.

Read the following factors to your group:

- |          |  |
|----------|--|
| Group #1 | FEAR. If FEAR is why the other person is being negative, how can you address his or her worries and concerns?                      |
| Group #2 | BUDGET. If funding concerns are the primary reason someone is saying NO, how can you counter that?                                 |
| Group #3 | EGO. If the negative person has a big ego that's getting in the way, how might you handle him or her?                              |
| Group #4 | HABIT. If saying NO has become an unconscious, automatic response, how can you help the other person break out of that habit?      |
| Group #5 | TIME. If the negative person is difficult because he or she is always rushed and short on time, what can you do to deal with that? |

Give the groups about seven minutes to discuss their questions. Ask someone to take notes.

After about seven minutes, stop the groups and ask them to report on what they came up with. You can also refer them to Handout #4, "Learning from No."

## **EXERCISE VI**

**Where do we start?**

Ten Minutes.

Remember, if we want other people to be less negative, we also need to be less negative! As Gandhi said, "We must be the change we wish to see in the world."

In other words, overcoming negativity in others begins with overcoming negativity in ourselves.

As a group, take a few minutes to discuss the ideas and suggestions provided in Handout #5, "Creating a World of YES Wherever You Are." Review the list with the group and remind them that we always have a choice: to be part of the problem or part of the solution.

## **CONCLUSION**

Summarize the key learning points from the session. Thank everyone for their participation. Wish them well in their own journeys through the Land of NO.

*I think a hero is an ordinary individual who finds strength to persevere and endure in spite of overwhelming obstacles.*

— Christopher Reeve, Actor

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## About the Authors



### **BJ GALLAGHER**

BJ Gallagher's favorite word is YES. Her work as an author, speaker, and consultant provides her with endless opportunities to say YES to others.

BJ's first YES to writing books resulted in *A Peacock in the Land of Penguins*, her most successful to date (published in 21 languages worldwide). Readers said YES to her work, so she kept writing more business books, including *What Would Buddha Do at Work?* and *Who Are "They" Anyway?*

In addition to writing, BJ also says YES to speaking engagements and training seminars, along with occasional consulting. Her clients include IBM, DaimlerChrysler, John Deere Credit Canada, the American Press Institute, Phoenix Newspapers Inc., the Atlanta Journal Constitution, Chevron, Farm Credit Services of America, Raytheon, Southern California Edison, Planned Parenthood, the City of Santa Monica, the American Lung Association, Nissan, Volkswagen, and Kellogg, among others.

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### **STEVE VENTURA**

Steve Ventura has 25 years of human resource development experience. As a consultant and trainer, Steve has schlepped bags through airports across the country. Scores of notable organizations have said YES to his services (and NO to his expense reports), including AT&T, General Electric, Shell Oil, Allied-Signal Aerospace, General Dynamics, Pacific Bell, AMD, Northwest Airlines, Texaco, Exxon, and Texas Utilities. His inflated yet entertaining résumé lists management, leadership, communication, customer service, and performance improvement as his areas of expertise.

Before saying YES to starting his own business in 2002, he was vice president of product development for the Walk the Talk Company in Dallas, Texas. Prior to that, he was manager of operations training for the Bay Area Rapid Transit District, and before that he served as a police officer for the City of Berkeley, California.

Steve's previous books include *Walk Awhile In My Shoes* (over 750,000 sold) and the popular handbook *Start Right... Stay Right*. Steve has written, edited, and/or produced 18 other highly successful business publications.