

Q. What's the worst thing that could happen and how would I deal with it?

This is one of those ideas I've used for years and it works! Whether you're talking to a client or an employee makes no difference. Thinking through the worst thing that could happen (within reason) and then knowing how you would respond will give you more confidence as you enter significant client or employee conversations.

This is not based on research but rather 25 years of experience. I believe it has something to do with preparation, confidence and presumption. Here's what I mean:

- Preparation – Most of the time we think about what the client or employee might ask but we won't allow ourselves to think about a "worst case" scenario during a significant conversation or sales call. It seems too negative and pessimistic. But it only takes a few minutes to think about what could happen and how you would respond. Now you're prepared with "if, then" responses vs. "what if?" When you're prepared for the "worst thing" then you automatically develop confidence!
- Confidence – Knowing how you will respond to the "worst case" scenario gives you confidence heading into the conversation. The great thing about confidence is that employees and clients will pick up on your emotion. People make decisions for personal and emotional reasons and then justify the decision with facts and figures. If you're confident...the positive emotion is contagious. And when you're prepared and confident you're more presumptuous.
- Presumption – Clients and employees often pick up on the confidence in your demeanor and presume that whatever is discussed is moving in the right direction. My voice inflection is presumptuous, not arrogant, but a solid confidence. I can't explain it any better than that.

The great discovery is that most of the time the "worst case" scenario never comes up. But because you prepared by asking the question and deciding how you would respond, you go into the conversation prepared, confident and the presumption will be contagious.

And, if they raise the "worst case" scenario or question...you are prepared and will move forward with your organized thoughts!

If the conversation or proposal is important then *ask the question*. It works!