

"Communication is one of the most important skills
you require for a successful life."

Catherine Pulsifer

EMPOWERING YOU AND YOUR TEAM.
27+ SUPERWORDS & PHRASES
TO START USING IN YOUR
CONVERSATIONS TODAY



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"Words can inspire. And words can destroy. Choose yours well!"

Robin Sharma

Communication is the key to everything it can make or break countries, companies, leaders, teams, and relationships.

Outstanding communication builds trust, engagement, alignment, better client relationships and productive teams who quickly work together to resolve all challenges to everyone's advantage. Excellent communication underpins every exceptional culture and relationship.

In contrast, poor communication in business negatively affects the bottom line, retention, and productivity directly and indirectly through misunderstandings, conflict, conversations avoided, and errors hidden for fear of consequences.

Words have power; they are crucial to your success, and when you choose the empowering Superwords, you can persuade and influence your team and other people. Your communication prowess will dictate if people switch off, or if they lean in, listen, and engage.

People will interpret your message when they hear your words. Their perception of your words is influenced by your intention, words, energy, tonality, and speed of speech.

Unfortunately, we all have an inner gremlin who can impact how we present ourselves and how we express our message when we want to engage and influence others. Our inner critic or self-talk controls us and dominates our unconscious and conscious minds.

Do you ever hear yourself thinking or saying any of these gremlin words?

Are you aware of the impact on your life, business, and your personal power?

- | | | |
|--------------------|------------------------|----------------|
| • I don't know | • I'm too busy | • I am just |
| • I can't decide | • I am only | • I can't |
| • I don't know how | • I just | • I'm confused |
| • I'm not sure | • This is all too hard | • I wish |

Imagine what is possible when you remove gremlin words from your language?

Your language is second nature and seldom analysed.

Are you aware of how your words impact your life, your choices, and your personal power?



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Thankfully, as human beings, we can decide what to ignore and what to acknowledge.

We have the power to communicate ordinarily; or...we can be exceptional!

So just do that!

Perhaps you have heard of the power of words, but unless someone has listened intently to highlight your "gremlin words" you would never know the potential harm of your words.

Both the words we speak out loud or our negative self-talk can derail everything we want to achieve.

Without this guide or someone offering us feedback, we would never know how our words repel or attract.

I have put together three fantastic resources plus a bonus gift for you right here:

1. 3 Tips for communicating well with your team and other people
2. Using empowering words and phrases
3. 5 steps to confidently start using these empowering words every day
4. PLUS, a BONUS GIFT for you

[Click here to claim your complimentary online Persuasive Language session at a time that works for you. Don't leave your office!](#)

I trust you will get great value as you work through the pages that follow. I look forward to hearing how you are experiencing your new world of persuasive communication where you can influence and engage others!

Judith-Rose Max Professional and Financial Services Leadership Coach and
Founder and CEO of [Mirato Coaching](#)

- Building high performing teams and growing your profitability.
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1. Tips for communicating well with your team and other people



1.1.COMMUNICATION – BE CLEAR ON WHY YOU ARE COMMUNICATING

It is up to you to inspire your team to align themselves to your vision, and your mission. As the leader or the business owner, you are responsible for building an exceptional culture and for engaging your team

Remember that most people are focused on themselves, and are continually considering these three things as you speak:

- What does this mean for me?
- Why are you telling me this?
- What will my response be to what you are telling me (rather than listening to you)?

Your purposeful, clear message must engage others plus include the following:

Which messages are you including in your communication?	Yes or No
• Share your goals	
• Share why you have your goals	
• Tell people what you plan to do before you do it	
• Ask them to share their thoughts, ideas, and opinions	
• Ask them if they have hesitations, fears, or concerns	
• Adjust as necessary	
• Do what you said you would	



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1.2.COMMUNICATION - MAKE IT ABOUT THEM

Most people are not aware of this, but every person everywhere in the world has a sign on their foreheads saying, "Make me feel special."

Most people are not thinking about others; they are worried about themselves. They are asking themselves:

- If the other person will like them
- If they are good enough?
- If they belong?

These three questions in response to the three Universal Fears, which are:

- The fear of not being good enough
- The fear of not belonging
- The fear of not being liked or loved

Every time I share the 3 Universal fears with my clients, colleagues and in a room of people, everyone seems to resonate in some way or another. These fears are something that every person will experience at some time, and unfortunately, for some, most of their lives.

We realise how similar we are when we learn about these fears. We all want to be accepted. We all want to belong. We all want to be loved.

Overcoming these fears is a broader topic.

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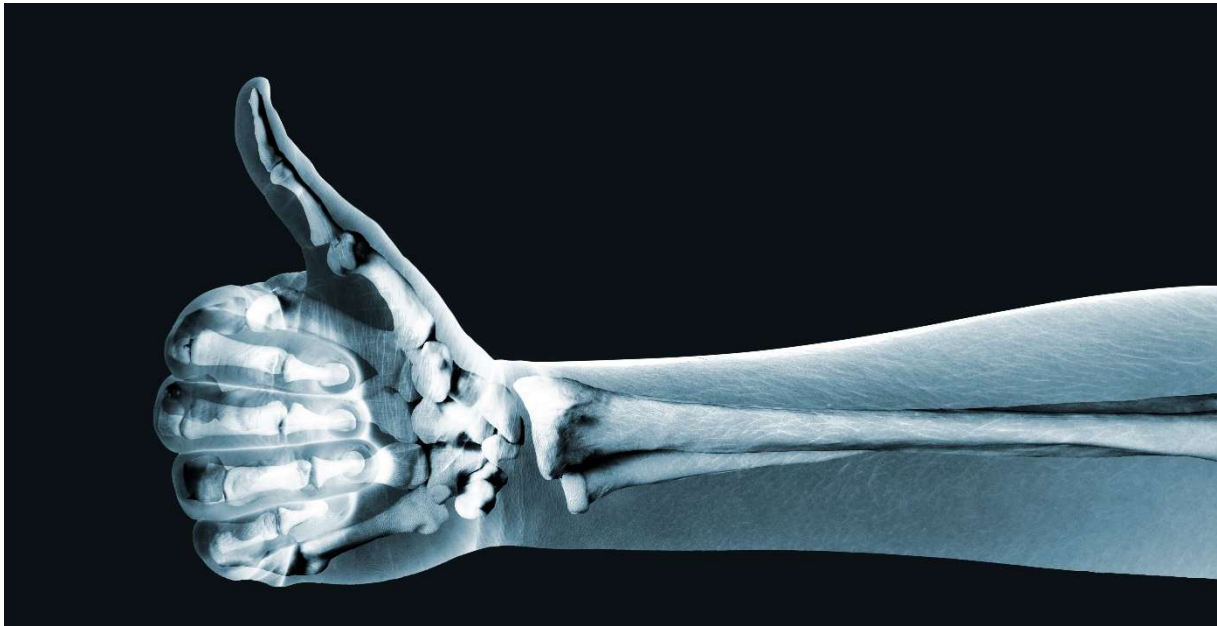


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What is noteworthy is that at the core, we are all the same!



So just imagine how effective you could be as a communicator, if everything you say, do and think about is for the benefit of communicating with your team, and other people.

As you consider the other person, instead of yourself, I wonder, where do you notice a feeling of lightness? Is there a lifting of pressure from your shoulders your chest your thoughts or perhaps you feel a release of tension somewhere else?

What a relief, when you make it about the other person, you let go of your ego, you let go of judgement, you forget about getting it right or wrong. Instead, you turn your attention to something bigger than yourself. It becomes more than just you when you make it about them.

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1.3.COMMUNICATE HOW THEY LOVE TO LISTEN, LEARN, EXPERIENCE & ENGAGE

To engage everyone, you will want to cater to all 4 learning preferences as detailed below when you communicate with your team.

However, when you communicate one on one, focus on your team member's preferences.

Below is a table that will assist you in achieving excellent communication by taking care of all 4 learning preferences.

Communicate in this order:

- 1.3.1 **Why** people to give purpose and perspective to provide meaning and motivation.
- 1.3.2 **What** people to offer certainty, facts, and information to maximise understanding.
- 1.3.3 **How** people to ensure you tell them how things work for practical ideas, theories and application and experimentation
- 1.3.4 **What if** people to offer the opportunity to apply what you are sharing.

"WHAT IF...?" people <ul style="list-style-type: none">✓ Cover anything you may have missed✓ Answer questions✓ Let them know what will happen next, i.e. in the future when we are done here	"WHY...?" people <ul style="list-style-type: none">✓ Share the purpose of why we are here✓ What is the desired outcome?✓ Share the benefits✓ Use "war" stories to illustrate your message✓ Offer case studies✓ Provide an example✓ Specify statistics to emphasise your message✓ Share the facts involved✓ Provide a contrast to consider✓ Explain what this is, and what this is not✓ Share the facts
"HOW...?" people <ul style="list-style-type: none">✓ Provide the steps to take✓ Provide the process to follow✓ Give an example of how it all works✓ Provide a demonstration✓ Give them an exercise to do	"WHAT...?" people <ul style="list-style-type: none">✓ Provide Definitions✓ Explain all jargon✓ Share meanings of acronyms



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2. Using empowering words and phrases

2.1 WORDS AND PHRASES TO AVOID

Avoid the words below because they disempower you. They diminish you and limit your sense of influence on your life; they rebuke you for not being enough.

They minimise you and destroy your confidence.

Minimising words give away your ability to choose and to influence your outcomes and results.

These words negative affect others too

So, wherever you can, avoid these words and ideas.

Look for the empowering Superwords and phrases over the page.



Action: Circle the words you use most often.

Insecure words

- ✗ I probably will
- ✗ I should have
- ✗ I am sorry/ Sorry (when you have nothing to apologise for)
- ✗ Saying "you" when you mean "me" or "I."
- ✗ I would like to say
- ✗ I'm confused

Absolute, without options or choices words

- ✗ I hope
- ✗ I wish
- ✗ If only
- ✗ Perhaps, Maybe

Blaming, Defending, Justifying or Excusing words

- ✗ I would have
- ✗ If ... hadn't happened, then...
- ✗ I am sorry I can't (justifying/ explaining your choices)
- ✗ He/ She makes me...
- ✗ I need to
- ✗ I have to

Minimising words

- ✗ I am "just..."
- ✗ I am "only..."

Defeatist words

- ✗ I'm too busy
- ✗ It's impossible
- ✗ I can't
- ✗ I don't believe
- ✗ I don't have time
- ✗ I don't understand
- ✗ I don't know
- ✗ I'll try

Uncertain words

- ✗ Kind of
- ✗ Sort of
- ✗ Can I ask a question?
- ✗ I could have

Wishful words

- ✗ I hope
- ✗ I wish
- ✗ If only
- ✗ Maybe
- ✗ I'm waiting until...

Negating words

- ✗ But



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2.2 EMPOWERING LANGUAGE



Start using these empowering Superwords and phrases and take back your power over your language, your life, your business, and your results.

Superwords focus on ownership, responsibility and being accountable for your opinions, thoughts, and ideas. Superwords emphasise your power of choice and dismiss being at cause where you blame, justify, or defend your position instead of taking responsibility.

From the instant you use empowering language, you can influence your outcomes. You can take responsibility and change what you do and get the results you want.

The Superwords listed below exhibit confidence and certainty, "I will", "I choose to", "I choose not to."

Superwords highlight the progress you are making. "I don't understand this yet," implies you will understand in the future, and "the more I try, the easier it gets," indicates your ability to learn.

These Superwords focus on possibility, "What would be possible if..." they emphasise your opportunities and choices.

These Superwords are ideal responses to those old gremlins that used to appear in your language. They leverage your persuasive language power and your ability to influence your results more than ever before.

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2.3 SUPERWORDS

2.3.1 *Purpose and Meaning Superwords Inspires & Engages Others*

When you add purpose and meaning to your message, you inspire yourself, increase your commitment and inspire others.

- ✓ Why
- ✓ This matters, because...
- ✓ Sharing why this is important
- ✓ What this means is...
- ✓ Tell me more (being curious sets you up for success as a leader)



2.3.2 *Engaging Yourself and Others Superwords*

When you refer to "we" you create a spirit of belonging, a feeling that others matter and a sense that they too can contribute, and this inspires everyone.

- ✓ Everyone...
- ✓ When we do this, then...
- ✓ Together we can
- ✓ Use "and", not "but" (But negates everything said before the word "but")
- ✓ We can...
- ✓ We must...
- ✓ Who do I know that has done this / something similar before?
- ✓ Who do I know that I could ask for help?

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2.3.3 *Ownership, Accountability & Responsibility Superwords*

The instant you take responsibility for both disliked and desired results is the instant you can get precisely what you want.

- ✓ I...
- ✓ I am committed
- ✓ I can see my progress from yesterday
- ✓ I choose not to
- ✓ I choose to
- ✓ I will do it now; I will do it tomorrow; or I will do it by x date
- ✓ I will make the time for/ to...
- ✓ This is important to me...
- ✓ What is one small thing I could do right now to get started?



2.3.4 *Confidence Superwords Expressing Your Confidence in Yourself & Your Abilities*

Every time you act as you said you would, you increase your confidence. You remind your conscious and unconscious mind you have the power to choose and influence your results.

- ✓ I am confident
- ✓ I am good at doing this
- ✓ I believe in myself
- ✓ I can do this
- ✓ I am...
- ✓ My question is...
- ✓ Sometimes things happen, and I can handle how what comes next?
- ✓ This can be done
- ✓ This is possible
- ✓ This means that...
- ✓ I can
- ✓ I will
- ✓ I don't know the answer yet, I am working it out



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2.3.5 *Possibility Superwords (Expressing the Possibility of Everything)*

When you imagine what is possible, you create opportunities and choices and emphasise and apply Your Growth Mindset.

- ✓ And (instead of or opening you up to possibility and unlimited choices)
- ✓ All things are possible
- ✓ I don't understand, yet
- ✓ Next time I can
- ✓ Next time I will
- ✓ The more I try, the easier it gets
- ✓ What if I could do this?
- ✓ What if I knew I could not fail what would I do?
- ✓ What if I recognised that failure is only one step closer to success, what would I do next?
- ✓ What would be possible if I gave it a go?
- ✓ If this happens, then this is the effect



2.3.6 *Necessity Superwords (Expressing Urgency & Importance)*

These words emphasise necessity and urgency to achieve what matters.

- ✓ I/ we must

All these Superwords empower you to start living life on your terms, influencing others, and achieving the results you want.

Use the five steps below and start integrating empowering Superwords into your daily language.

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3. 5 Steps to build your empowered language muscles

- 3.1. For the next five days, notice, become aware and record what disempowering gremlin words you use, the impact of those words on you emotionally and mentally. Now insert your contrasting empowering Superwords or phrases:

Words I use	My Gremlin Words Effect on me	Insert Empowering Superwords or Phrases here

- 3.2. Congratulations, your awareness is required for change to occur.
- 3.3. Keep this checklist handy and when you notice yourself using those old gremlin type words, replace them with the Empowering Superwords.
- 3.4. Be gentle with yourself, your language has been developed over a lifetime, and this is a journey of learning and progress
- 3.5. Keep using your empowering language and watch your world move where you want to go!

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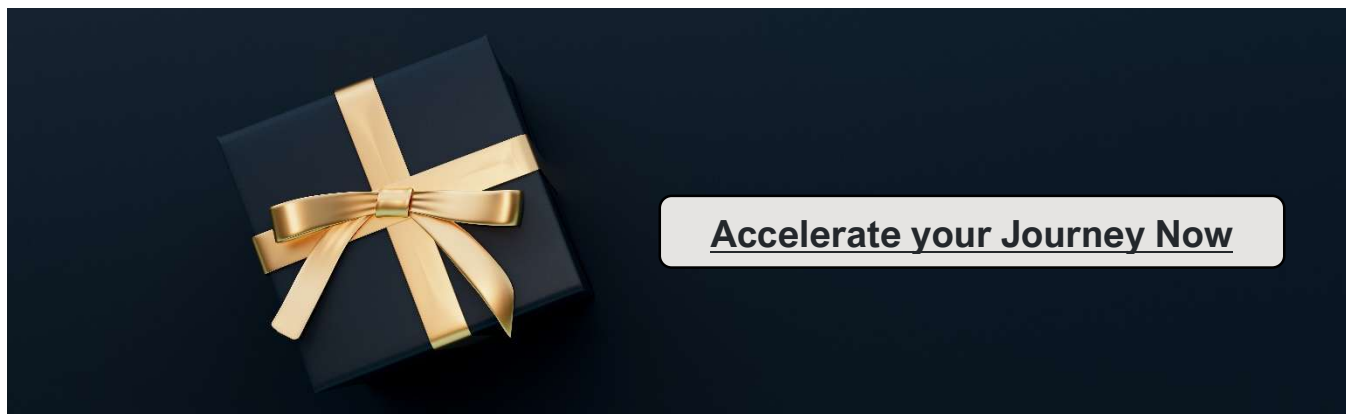


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4. Bonus gift for you



I look forward to hearing from you just how a shift in your language changes everything. How you reclaim your power just like you did when you said yes to learning these empowering Superwords and phrases.

Congratulations on saying yes to you! As a bonus gift, I am offering you a 30-minute complimentary Persuasive Language session.

[Click here to claim your complimentary online Persuasive Language session at a time that works for you. You won't have to leave your office!](#)

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"Communication is a skill that you can learn.
It's like riding a bicycle or typing. If you're willing to work at it,
you can rapidly improve the quality of every part of your life."

Brian Tracy



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