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*Understanding customer needs and trends.
Honing your message and strategies to meet market demands.
Building a reputation to create and sustain your leadership.
Demonstrating value.*

These are all paramount to your success.

Inspiration and ideas come from a wide variety of sources. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Enjoy these latest insights.



In This Issue

[Ever Feel Held Hostage?](#)

[New Links](#)

[About The Aerie Company](#)

Quick Links



Ever Feel Held Hostage?

Over the course of a long career, there are moments when you feel as if you are being held hostage. It may be a business crisis like an ethics complaint that has gained public attention or exiting employees with critical knowledge of your business. You may find yourself with unhappy and unproductive workers, inextricably tethered to technology or even disillusioned by your own self sabotaging personality.



While these kinds of situations may challenge your leadership and patience, luckily most of our days aren't filled with dangerous bargaining, ending sieges or securing the release of hostages. Gary Noesner's days would be the exception. A mediator, communicator and trainer, the former FBI hostage negotiator has gained invaluable experience and insight as part of some of the highest profile and out of the spotlight hostage situations in the US and across the globe.

His new book "[Stalling for Time](#)" chronicles lessons from specific hostage negotiations that are valuable everyday to contract settlements, conflicts with hostile parties and interpersonal and business communication. His insight on human behavior, communication and conflict resolution are key factors in how to influence people and their chosen course of action.

To keep you from feeling held hostage from events and people, keep basic communication and negotiation principles front and center to help you contain, resolve and manage situations around you including:

- **Listen** – before you can influence others you need to truly hear and understand their positions. As Noesner says, "listening is the cheapest concession we can ever make."
- **Open communication** – the absence of communication leads to speculation and fear. Engaging verbally and in written forms are important to build trust and in cases where you need to deescalate any tensions.
- **Consider perspectives** – conflicts arise when parties have different points of view with some seeing the "forest" while others see the "forest for the trees." Likewise, some parties aren't able to clearly communicate their needs/demands or they have divergent fairness concerns. So it is vital that you understand your audience so you can relevantly communicate your position.
- **Begin with a one-way dialogue** – if necessary, you should take the lead and start the conversation to lay a foundation of trust and understanding. Anticipate and be prepared address concerns that have yet to be articulated and answer questions that haven't been asked.
- **Frame your position** – as a leader your focus should always be creating value. Demonstrate and clearly communicate how your approach solves problems, respects various perspectives, engenders cooperation and allows all sides to achieve goals.
- **Take a look in the mirror** – to achieve the best outcome you need to be honest with yourself. Identify personal tendencies to be overly cooperative or competitive in conflict as your unchecked behavior influences the outcome's success or failure.
- **Recognize all relationships** – managing and communicating status with superiors and subordinates has a significant impact on final outcomes. Uninformed decisions and influence from a superior or outsider can often lead to disastrous results. As in a hostage negotiation, the most important relationship may appear to be with the person on the other end of the phone but in fact it is often not the case.

If you need some help in framing your decisions and communicating in a manner that adds value and more effectively influences positive outcomes, [The Aerie Company](#) is here to help. Contact us at info@aeriecompany.com or 847-556-8873.

New Links

Links to help you communicate more effectively.

"[Seize the Persuasive Moment after Thank You](#)" – we are all selling something, including ourselves, all the time. *YES! 50 Scientific Ways to Be Persuasive* author Steve Martin shares his thoughts about

reciprocation and influence in a *Harvard Business Review* blog.

Managing the Future Workplace? Start [Here](#). Faith in business and in markets has been shaken. We're experiencing a restructuring of the economic order. How's a leader to behave today? See highlights from Alan Murray's "[Wall Street Journal Essential Guide to Management](#)".

See our website at www.aeriecompany.com for more links.

About The Aerie Company

At The Aerie Company, we help organizations and executives demonstrate their value and accelerate growth. Because it's challenging at the top, we show our clients how to go beyond where they are today and elevate their business and personal market leadership performance. We build a strategic stronghold with better understanding of your current market, an aligned and articulate vision, mission and strategy, a compelling position that resonates in the marketplace and effective communication so your stakeholders recognize your real benefits and value.



For more information, visit www.aeriecompany.com, email us at suzanne@eriecompany.com or call 847-556-8873.



Watch for regular updates from [The Aerie Company](#) on best practices, advice on communication and market leadership development, and other insights we gain as devoted lifelong learners to help you demonstrate your value and improve your performance.