

# Wednesday Wisdom: From the Heart



I chose to share my personal thoughts, stream of consciousness today because I believe that our ability to achieve greatness, our ability to transcend and transform the challenges before us is titanic.

*I believe that if you are great, you can be greater! If you are stuck, you can move forward! And, if you want to become the change you seek, it is time to make a difference!*

I hope you enjoy this post and welcome your thoughts and feedback!

In a world of change, competition and uncertainty,  
greatness lies in finding your greatest purpose and noblest intentions.

If you feel great, **you can be greater.**

If you feel powerless, stuck or consumed by pain you can use these feelings to find and **build your greatest purpose and potential.**

I know all about **success** because I have realized it.

I know about pain, loss, and struggle because I have faced them.

I know about **leadership** because I have been a leader.

I know all about insecurity because I have been held hostage by my own fears as well as the actions of others.

I know all about being wealthy and having the best of everything. And, I have faced poverty and struggle.

I have learned that our most important strength lies not in who we are, who we were or what we have, but in who we can become when we build our **3Q edge**.

I have learned to be **happier, stronger and more fulfilled** in the face of uncertainty because doing so is the only way forward.

I have learned that greatness means knowing that you have the power to create what can be in your life and the lives of others.

Seize this day and this moment to feel your greatness and use it to not simply fill your pocketbook but your soul because you have a unique purpose and untouched potential.

Seize this day because you have the ability to **help build a better tomorrow**.

Find the pilot light that illuminates your soul and makes you stronger in the face of pain by igniting your desire to be the difference to make a difference and be the difference.

Fight against the negativity, fear, and anger that will destroy your purpose, your potential, your ability to make a positive difference.

It is the decision to take **the road less traveled** because

those following like sheep will fall off the cliff.

It is not about your past or present, it is about realizing that **your greatest power lies in who you can become.**

It's about getting stronger in the broken places, it means fighting for your best self, your noblest intentions, your greatest purpose, your unique contribution to a better world.

**Greatness** means developing habits of thinking and doing that drive your faith, hope, courage, humanity, and integrity.

It is a purpose that can lead you to **hope, faith, courage, integrity, and humanity that will fill your pocketbook and your soul.**

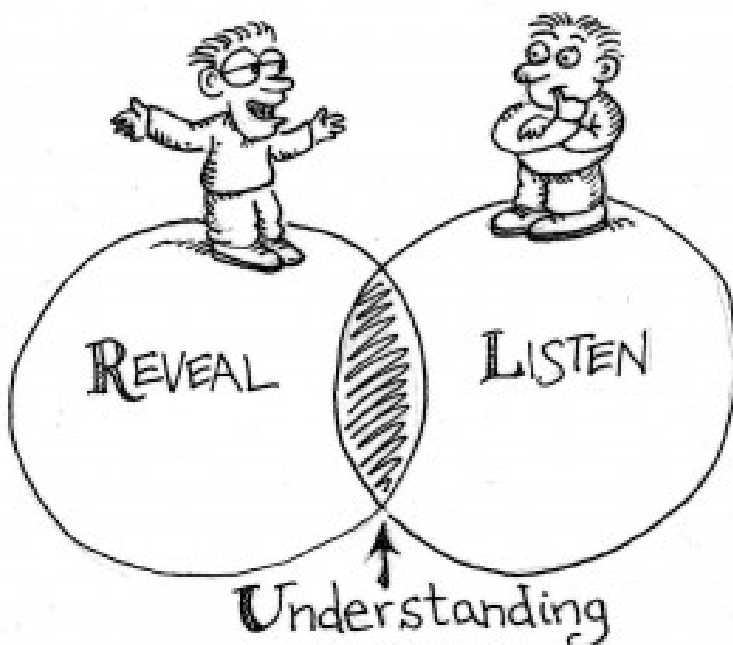


Irene Becker | Just  
Coach

---

# 7 Ways to Turn Conflict and Communication Problems Around

*The leader who communicates well succeeds well, and communication is a linchpin for personal, professional, business success and wellbeing that is particularly critical in disruptive times!*



Conflict destroys productivity, engagement, empowerment, communication, leadership, and success. Conflict is an emotionally charged situation that is fueled by incompatible interests, goals, feelings, ideas,

values, ethnicity, personality differences, or miscommunications that destroys productivity, engagement, empowerment, communication, relationships, leadership, success, and wellbeing.

Here are some facts you need to know that are outlined in a recent article in Forbes article by David Sturt and Todd Nordstrom; The Gallup Organization notes that 70% of employees are actively disengaged, Careerbuilder.com notes that 58% of managers do not get management training and the most prevalent cause of employee disengagement and people quitting their jobs

is conflict, communication problems with their boss. [Click here to read more](#)

**Yes, learning to turn conflict and communication problems around may be the most important thing you can do for your business/career, personal life, and health.** *Communication is one of my three areas of professional focus because it is critical to our individual and collective success and wellbeing, and developing great communication is also [an important 3Q skill!](#)*

**Here are 7 proven ways to turn conflict and communication problems around; proven ways that will also help you build your 3Q Edge!**

**Step 1. Do NOT react; instead use the conflict at hand to build one of your most important Q skills, constructive discontent.** While our first instinct, when confronted with conflict, is often to react, or retreat this is often one of the most counterproductive ways to handle conflict. Your automatic response, a response triggered by your amygdala/your reptilian brain will be to fight or flee. DON't do either.

**Step 2. Understand. Understand the manifestations of our automatic fight or flight response and do not react to them:**

**Denial** – If we don't think about it, it doesn't exist or will go away by rationalizing or minimizing. We can deny the problem altogether, or we can deny our anxiety by becoming aggressive, confrontational or carrying a chip on our shoulder.

**Avoidance** – We know the conflict is there, but we don't want to deal with it and make or find excuses to not deal with it.

Projection – Permits us to deny our own faults by projecting these faults onto others.

Reaction Formation – Adopting the traits or mannerisms of the person with whom they are engaged in conflict.

Displacement – Attacking the other person by changing the original topic of conflict, with some other unrelated complaint.

Escalation – A person will respond to the conflict by blowing it out of proportion, or expressing their own needs, by acting overly melodramatic, and appearing too needy for attention.

Pause; expect that your amygdale or reptilian brain will cause an automatic fight or flight response. It is subconscious, it is primal, it is automatic to all human beings; and, it can be circumvented by waiting for this fight or flight reaction to pass so that we can learn to respond rather than react.

**Step 3. Become a better listener.** Take a moment to understand the objectives of the person fueling the conflict. Walk in their shoes for a few moments. Make sure you really understand what the other party wants. What do they really want, what are they feeling that is compelling them to create a conflict? Has something done or said invalidated them in some way causing the current impasse? Is there a communication problem that has caused mutual misperceptions, perhaps misinformation?

**Step 4. Build what I call “constructive discontent”** a critical 3Q leadership and life skill that I will talk about and introduce next week. On a superficial level, constructive discontent is your ability to stay grounded and focused on your objectives, your true goals during an argument or conflict. On a deeper level, constructive discontent is a learned skill, a leadership skills that will help YOU feel a

difficult emotion, but not act upon it. Feeling the emotion, not being held hostage by it but refocusing YOUR true objective is critical.

**Step 5. Focus on the shared objective.** Begin again from the center of the table. Focus on the objective you and the other person share, the common goal, rather than the difference in your proposed solutions. If you need to discuss feelings do not be accusatory, do not invalidate the other person's position. Reflect their position to them, make them understand they are heard AND focus on the common objective that you share.

**Step 6. Validate.** Validate the other party's opinion/position. You do not have to agree, but you must let them know that you have heard their position. Alternatives must be framed in a way that does not invalidate the other person's position but shows them how the alternative will benefit them and your shared objectives. A cooperative atmosphere is critical to building trust and to any hope of a successful resolution. Nothing can be accomplished without trust, and trust can only be engendered when both parties think cooperatively.

**Step 7. Agree and Resolve, if possible.** When a resolution is accomplished, both parties must be clear about what they are agreeing to and abide by their agreement. Make sure that everyone clearly understands and agrees with what has been decided.

***What are the greatest communication challenges you face? How***

*would transforming them impact your work, your bottom line, and your life? I welcome your comments and thoughts on the blog and encourage you to recognize that power of turning conflict into communication, communication into collaboration.*



Irene Becker | Just  
Coach

---

## Success Leaves Clues: Trailblazer Edition 7, John Nosta

*"If I have seen a little further it is by standing on the shoulders of giants." Isaac Newton*





**Is it time to step up to the plate, put on your cape and develop the mindset that will change your life and the life of others by helping you think, live, lead and succeed to purpose? If you answered yes to one of these questions, you will especially enjoy my Monday posts, short profiles of people who are standing on the shoulders of giants. People who are not afraid to be change-makers and trailblazers because they believe in our ability to create and sustain a better tomorrow, a better**

**future.**

**I believe that we are standing on a glass cliff facing the greatest renaissance we have ever known or a descent into the darkness of need, greed, ego and destruction that has destroyed every fiefdom and kingdom in recorded history. The greatest challenge we face is accepting the fact that the future must be different, and that creating a better future means adapting, changing the way we think, developing an evolution of self that drives grit, growth and positive results for all. It is this challenge that speaks to my heart, it is this challenge that led me to develop the 3Q model and has been the pivot point in my life and work. It is this challenge that compelled me to highlight the work of fellow trailblazers and change-makers because I believe with all my heart that we each have a role in creating a better tomorrow.**

**I am honored and delighted to introduce you to John Nosta, change-maker, trailblazer, and the #1 global influencer in digital health.** John has helped to guide companies, NGO's and governments through the exponential change in the health and technology marketplaces. (Scroll down for John's bio)

## **Success Leaves Clues. 3 important questions, and equally important answers from, John Nosta, CEO Nostalab**

### **1. What has been your greatest accomplishment as a trailblazer and change-maker serving a higher purpose?**

My greatest accomplishment has been my talent for translation—to take complicated aspects of science and medicine and articulate them in a way that is both resonant and interesting to a specific target audience. From scientists to caregivers, it's been my goal to empower innovation through strategic and creative communications.

### **2. What do you want to be remembered for?**

It's my hope that I'll be remembered less for the individual innovations but for the individuals whose lives I have touched.

### **3. What is your favorite quote?** “As you think, so you act. As you act, so you become.” The Upanishads

**John Nosta is a thinker and top disruptor in digital health, life sciences and the pharmaceutical industry.** John is the founder of NOSTALAB—a digital health think tank. He's currently ranked as the #1 global influencer in digital health and is an international speaker and subject matter expert who has helped to guide companies, NGO's and governments through the exponential change in the health and technology marketplaces. A member of the Google Health Advisory Board, pens HEALTH CRITICAL for Forbes—a top global blog on health & technology and THE DIGITAL SELF for Psychology Today—a leading blog focused on the digital transformation of humanity. He is also on the faculty of Exponential Medicine. John was a research associate at Harvard Medical School and has co-authored several papers with global thought-leaders in the field of cardiovascular physiology with a focus on acute myocardial infarction, ventricular arrhythmias and sudden cardiac death. He cut his teeth at big agencies including Ogilvy & Mather, where he has held a series of positions

including Chief Creative Officer, Chief Strategic Officer and unit President before founding Nostalab.

**Selected Videos from John**, a small sample of his prolific work:

Wisdom from the World's Top Digital Health Influencer

How Digital Health is the Future!

TEDx Video: Genius is our birthright and mediocrity is self-imposed.



Irene Becker | Just  
Coach