

HOW ENTREPRENEURS WORDS IMPACT THEIR SUCCESS. LIFE COACH PERSPECTIVE

Lorena Florentina DUMITRAȘCIUC

Alexandru Ioan Cuza University, Iași, Romania
Doctoral School of Economics and Business Administration
lorena.popescul@student.uaic.ro

Abstract: *Language can affect the results or can bring positive results into the entrepreneurs life. In the case of business, entrepreneurs need to focus on using a positive language, whether we are talking about advertising, the business itself, the relationship with stakeholders or shareholders because people generally respond best to positive and not negative messages. Purpose: The purpose of this research is to show the impact of words on entrepreneurial success. Methodology: I applied a focus group where I invited 20 entrepreneurs from Iasi, Romania, from the IT field. Within the focus group I asked entrepreneurs a single question, "What are the biggest fears as an entrepreneur in terms of your professional life?" Main results: 95% of entrepreneurs fear to have financial failures and 90% of entrepreneurs have fear to say "NO". Life coaches need to be careful and aware when entrepreneurs want to move forward and move towards action or if they turn to inaction during the life coaching process. When entrepreneurs are confronted with certain fears, they have to change the values they are guiding in their lives. But to change their values, everything starts from what they think and what they say. Conclusions: Often words are used as a routine, without entrepreneurs becoming aware of the impact of words spoken. When entrepreneurs make statements expressing fear, despondency, pessimism and anxiety, they are constantly excused, they will shape entrepreneurs' reality and undermine their authority, power and presence. In addition, they have to focus on "how can they do a certain thing" and not on "why not doing something"?*

Keywords: *entrepreneurship, system of values, fears, success, positive thinking.*

1. INTRODUCTION

The language is one that can affect the results or may bring positive results in the life of entrepreneurs. Word is the tool that empowers entrepreneurs to create or destroy. The word gives them the opportunity to express and to communicate and the opportunity to think, but also to create the events of their own lives. In the business case, entrepreneurs should focus on the use of positive language, whether we are talking about advertising, the business itself, the relationship with stakeholders or shareholders because people generally respond best to positive and not negative messages. Globally, there are more employees and freelancers than entrepreneurs because of the system in which they were trained, which is why some of them are afraid to take risks (Kiyosaki and Trump, 2008). In this article we intend to focus on the entrepreneurs, because they have the power to change the way in which we work and live. They create new jobs, and they lead to a thriving society. In addition, entrepreneurs have a high level of creativity than those who are not entrepreneurs, leading to the generation of new solutions to problems (Mc Mullen and Kier, 2017). At the same time, in this article, we intend to pay special attention to words that entrepreneurs usually use because words are the ones that

influence others and they are the ones who build personal relationships at work. In addition, words can break relations and cause a change. Practically, with any word that the entrepreneur has to say, it has a positive or negative emotional impact. Depending on the situation, the words used by entrepreneurs can motivate or discourage, boast or criticize, cure or injure, tell the truth or mislead. In this way, coaching involves both the growth and the change of the client (Moore et al., 2008). Entrepreneurs need to capitalize on the power of their words by using the maximum potential of words, discovering the impact that words can have, repairing the damage created by the words they use.

It has been found that a large number of companies are bankrupt in the first 5 years of activity, due to lack of entrepreneurial experience. The entrepreneur does not get enough money to financially support himself, his family and the company (Kiyosaki, 2014). Besides the lack of experience, there is a lack of knowledge and specialized support from a life coach to motivate the entrepreneur. In addition to this, the keywords spoken by the entrepreneur to key people also have a major impact on: employees, business partners, suppliers and so on. When entrepreneurs choose their words, they allow them to be strong and succeed or fail if they do not choose their words with great care. In order to solve their problems, entrepreneurs need to change their minds, stop having the "I deserve" mentality and come up with solutions to their own problems and put them into action. Entrepreneurs need to think large-scale in their own failures (Kiyosaki and Trump, 2008). A life coach has to see entrepreneurs in relation to their future potential and not in relation to past performance (Whitmore, 2014).

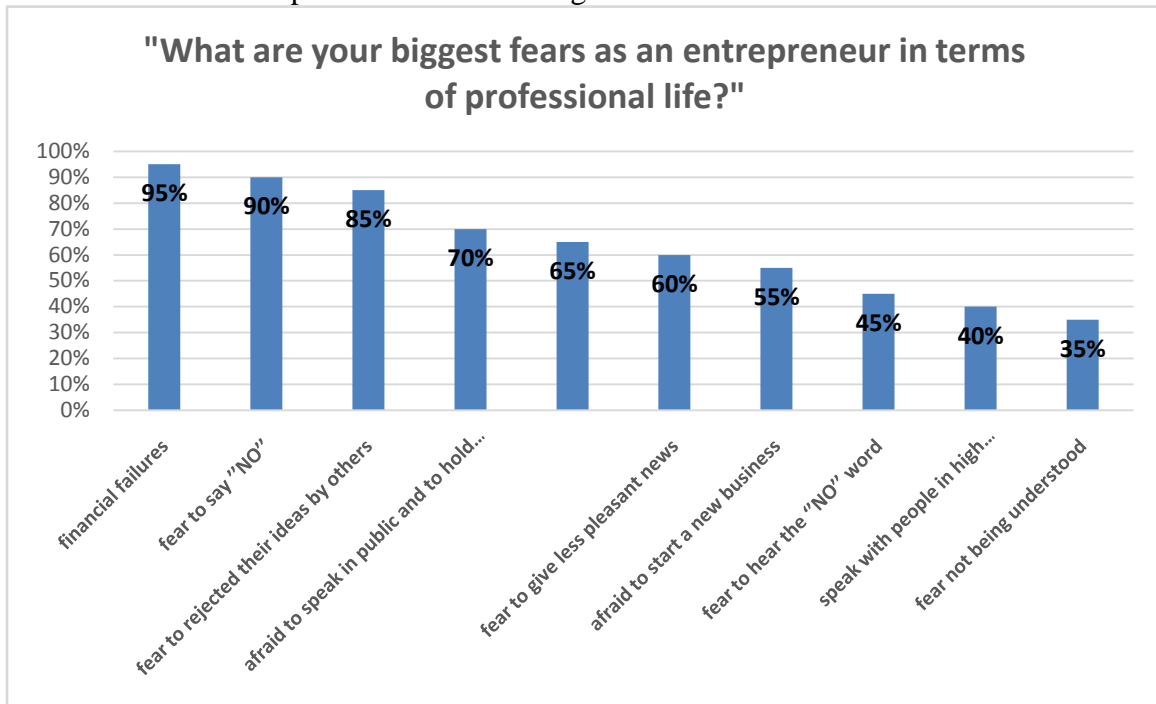
2. RESEARCH METHODOLOGY

The purpose of this research is to show the impact of words on entrepreneurial success. The objective of this research is to provide a new theoretical perspective on the use of positive language for entrepreneurs by identifying the main concerns faced by IT entrepreneurs by analyzing the words they use. For this purpose, I used a qualitative research method in which I opted for the semi-structured interview for data collection, and for the processing of new data I used the content analysis. Finally, I set up a focus group in which, as a life coach, I invited 20 entrepreneurs from Iasi, Romania, to the IT field, to whom I asked a single question: *"What are the biggest fears as an entrepreneur in terms of your professional life?"*

Research results:

- The most common responses to entrepreneur fears:
 - 95% of entrepreneurs have financial failures
 - 90% of entrepreneurs have the fear to say "NO"
 - 85% of entrepreneurs have the fear to be rejected their ideas by others
 - 70% of entrepreneurs are afraid to speak in public and to hold presentations
 - 65% of entrepreneurs are afraid of being judged by the answers they offer
 - 60% of entrepreneurs fear to give less pleasant news
 - 55% of entrepreneurs are afraid to start a new business
 - 45% of entrepreneurs fear to hear the "NO" word
 - 40% of entrepreneurs speak with people in high hierarchical positions

- 35% of entrepreneurs fear not being understood



Source: The author

3. DISCUSSIONS

Life coaches need to be careful and aware when entrepreneurs want to move forward and move towards action or if they turn to inaction during the life coaching process. Since, depending on the stage they are, they can apply a series of change techniques that are specific and effective for the stage they are in (Moore et al., 2008). For example, when entrepreneurs face certain fears, they need to change their values that guide them alive. But to change their values, everything starts from what they think and what they say. The words of entrepreneurs show us the values they pursue (Kiyosaki, 2014). In the case of entrepreneurs, values are what define what they think and how they live. Practically, values are in fact the principles, after which they are guided in everyday life (Maxwell, 2008).

When entrepreneurs use phrases such as "no", "I have to", all this provokes both negative emotions and a value judgment. Thus, the transition from constructive to frustrating conversations takes place. For example, if customers want to get in touch with the entrepreneur, and he speaks negatively, they will avoid doing business with the entrepreneur. Because customers love to work with people they like and who have strong leadership. Other examples of negative expressions that entrepreneurs used in the focus group referred to: "This person / situation seems to be impossible." "I think I am a total failure at ..." "I often feel hopeless ..." "I do not think I will ever be able to understand this." "I think I will try, but ..." "Public speaking fears me of death".

The negative language reveals the negative beliefs of the entrepreneur, which means that their subconscious responds in a way that shapes their own reality. For example, if the entrepreneur feels overwhelmed and frustrated, he will constantly use words like "no" or "I cannot". In this case, the mind and body of the entrepreneur will follow the direction of his words. On the other hand, a positive language changes their perspective for the better. So trying to replace thoughts or negative words with positive ones would sound like this:

Instead of "Yes, but ..." entrepreneurs could try the "Yes, and ..."

Instead of "I need", entrepreneurs could try the "I want / I propose" option.

Instead of "I cannot", entrepreneurs could try the "I can", "I wish" or "I prefer" option.

Instead of "I do not want", entrepreneurs could try the "I will choose" option.

Instead of "I Want", entrepreneurs might try the "I like it" or "I'll choose".

Instead of "I Need", entrepreneurs could try the "I Like" or "I Prefer" versions.

Instead of "My partners do not listen to me at all", entrepreneurs might try the option "My partners see things differently from me. I should ask what they see and I do not know". Instead of "Nobody listens to me", entrepreneurs might try the option "Some partners do not seem to be listening to me. I wonder how I can speak so as to make them want me to pay attention to what I need".

Therefore, in this case it is necessary to reformulate the negative statements with the positive ones. Another option is for the entrepreneur to ask a question, which in turn raises a number of other challenging questions by replacing obstacles with solutions. We find that thoughts determine the words. In turn, words are the ones that consolidate beliefs. Beliefs lead to actions, and shares turn into results (Keller, 2012). Thinking begins when the entrepreneur says, "I'm not good in sales, or I hate to call customers". Practically when beliefs are strengthened, reality starts to become influenced by what the entrepreneur thinks. In this way, the actions that the entrepreneur will undertake will be unproductive because they expect poor performance. It is a cause-effect relationship, in which if the entrepreneur wants positive results, he must use positive words (Keller, 2012).

For entrepreneurs to start using positive language they need a certain discipline. First, there needs to be a monitoring of what the entrepreneur wants to talk about from the internal dialogue that needs to be positive. Another recommendation in this case is to ask a trusted person to monitor his entrepreneur's language because often habits are invisible. There are also entrepreneurs who over generalize words such as "I will never do this thing", which is a restrictive language. This shows that there is a limiting belief that then leads to blocking his progress. In such a case, it is possible to change the entrepreneur's perspective by using questions such as: "Never really? Has never happened to do that?"

Second, it is necessary to create a psychological space. So when something negative happens, it is advisable for entrepreneurs to take a break to create a space between the event and the reaction. In addition, entrepreneurs need to correct their body posture: taking the right position, backing their shoulders, displaying a slight smile on the face and keeping eye contact with people. This will help entrepreneurs to have more confidence in them, just by correcting posture. Also, instead of blaming others,

entrepreneurs might propose solutions to improve the situation and encourage others to do the same. Since the fault is nothing but to invoke behavior that is defensive, which means that the defensive reduces the level of awareness of solutions to problems (Whitmore, 2014). In addition, fear of guilt is the one that blocks risk taking and does not bring any change (Whitmore, 2014).

Another aspect is that people tend to mirror and show behaviors with those who spend most of their time or those who have the most influence on them. In this case, entrepreneurs must display positive and healthy behaviors; otherwise their attitude and negative energy will affect others and pull them down instead of raising them. Therefore, entrepreneurs become focused on what they have to do and on the words they are saying, when both their values and their thoughts, as well as their feelings and actions, lines up (Maxwell, 2008).

4. CONCLUSIONS AND RECOMMENDATIONS

When entrepreneurs want to express a negative thought, they can get a positive turn by rewording words, because this changes the impression and the way of being around. For example, instead of the entrepreneur saying "we can not do this", it might use the phrase "here might be a problem, but what we can do in return is then ext thing". At the same time, instead of the entrepreneur saying that "this will never work", it could use the phrase "let's look at our solutions". Often the words are used as a routine, without entrepreneurs becoming aware of the impact of spoken words (Urban, 2007). To this end, they need a life coach to support them and to make them aware of words that have a negative connotation by rewording words. In addition to rewording words, entrepreneurs can use certain questions to get their people to become aware of some problems that might arise and to see if there are solutions to the problem. An example in this case is that instead of the entrepreneur saying, "We will never be able to do this because it violates company policy, "the entrepreneur might use the wording "It sounds very interesting what you say. How do you think management would be responsible? What conflicts do you think might arise?"

We note that when entrepreneurs make statements expressing fear, despondency, pessimism and anxiety, and are constantly excused, they will shape the reality of entrepreneurs and undermine their authority, power and presence. Instead, entrepreneurs using a positive and action - oriented language help them to trust their relationships. Therefore, in order to be successful, self-discipline is needed (Kiyosaki, 2014). I have noticed that entrepreneurs are afraid to hear the word 'no' because a refusal prevents them from serving people and reaching their goals. If we go to the origins of the word 'no', it is learned from childhood, even from parents who impose certain deprivations and punishments (Hopkins, 2014). In order for entrepreneurs to change their language, they should answer the question: "Who am I?" Because in this way, they help them identify their essential values and obtain emotional safety, which leads to the way in which they act (Maxwell, 2008).

Entrepreneurs also need to see that a problem or a fear is actually an opportunity, because in this way they can improve their quality of life (Keller, 2012). So,

entrepreneurs become what they think they will become, because thoughts are what influences their actions. In addition, every man has a different fear of what an entrepreneur fears of death, for another will have a very low impact (Idem). Some may be afraid to speak on the phone, others to speak to the public or to make sales. This is because they are afraid to get out of the comfort zone (Ibidem). So, life coaching can make entrepreneurs aware of the power of words, choosing words carefully, identifying opportunities, translating words into benefits, turning language into a positive one. They have to focus on "how can they do a certain thing" and not on "why cannot do something in the organization?" Because there are good solutions come when entrepreneurs focus on "how can they do something" and not "why can not they do"? Questions that begin with "why" focus on looking for accusations, seeking reasons, someone else or something else is to blame. While questions starting with "how" appeal to the search for solutions, creativity and positive thinking. Therefore, the life coaching process addresses the right questions that allow the brain the opportunity to participate in the success of the entrepreneurs.

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