



Building Empowering Language

CONDITION-DRIVEN LANGUAGE	VISION-DRIVEN LANGUAGE
TRY	DO
I NEED	I WOULD LOVE
I CAN'T	I CHOOSE
ALWAYS/NEVER	SPECIFICITY
IT'S EXPENSIVE	IT'S JUST A NUMBER
I HAVE TO	I GET TO
IT'S HARD/TOUGH/DIFFICULT	"UP UNTIL NOW...."
NO PROBLEM / NO WORRIES	MY PLEASURE
IT'S EXPENSIVE	IT'S JUST A NUMBER
I HAVE TO	I GET TO
WHY?	WHAT NOW? WHAT NEXT?
I WILL / COULD / SHOULD / WOULD	I AM



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1. VISION-DRIVEN vs. CONDITION-DRIVEN THINKING
2. LONGING and DISCONTENT ask: What are you longing for?
Things have not yet occurred.
3. What are you discontent with? Unhappy with current results
or would like to see improvement

Key Components to use when building empowering language statements.

- ✓ Start with **gratitude**. “I am so happy and grateful now that...”
- ✓ Speak in the **present tense**.
- ✓ Use **positive words**. Words are a vibration of energy, so we use words that are positive.
- ✓ Also include **feeling tone**.
- ✓ Be **specific**. Paint the picture with your words so you can really see it.



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Condition-based or Common hour thinking and vision-driven thinking are two different approaches to problem-solving and decision-making. Common hour thinking is characterized by focusing on immediate needs and concerns, often in a reactive or short-term manner. It tends to prioritize maintaining the status quo, adhering to established norms, and making decisions based on what is most expedient in the moment. Common hour thinking may be useful for managing day-to-day operations and responding to immediate challenges, but it can also limit creativity and innovation.

In contrast, vision-driven thinking involves looking beyond the immediate present to consider long-term goals and aspirations. It involves taking a proactive approach to problem-solving, seeking out opportunities for growth and improvement, and making decisions based on a clear sense of purpose and direction. Vision-driven thinking encourages creativity and innovation, as well as a willingness to take risks and challenge the status quo.

To summarize, common hour thinking tends to focus on short-term needs and maintaining the status quo, while vision-driven thinking involves a long-term, proactive approach focused on growth and innovation. Both approaches have their place, depending on the situation, but cultivating a vision-driven mindset can help individuals and organizations achieve greater success and fulfillment over the long term

Condition-based or Common hour thinking refers to a way of thinking that is based on commonly accepted norms, beliefs, and practices. It is often focused on short-term goals and immediate solutions to problems. Common hour thinking is more reactive and tends to follow established patterns of behavior rather than being innovative or forward-thinking.

In contrast, vision-driven thinking is focused on long-term goals and aspirations. It involves creative thinking, innovation, and a willingness to take risks. Vision-driven thinking is more proactive and seeks to create new patterns of behavior rather than simply following established ones.

To further illustrate the difference between the two types of thinking, imagine a company facing a problem. A common hour thinker might look to solve the problem by following established procedures and methods, while a vision-driven thinker might seek to create an entirely new solution that addresses the problem in a more innovative way.

In summary, common hour thinking tends to focus on short-term goals and established norms, while vision-driven thinking looks to the future and seeks to create new possibilities and solutions