

Success to the “Power of E”

“Don’t let the negativity given to you by the world disempower you. Instead give to yourself that which empowers you.”

-Les Brown

BY CAROL L. BROOKS, SR/WA

As agents, we often get so focused on our own goals that we forget to see things from the other party’s perspective. However, if we can step back and imagine the situation from the property owner’s point of view, the outcome will likely be more positive and productive for everyone. The important lessons I’ve learned from property owners can be summarized in ten components that I call “The Power of E.”

EXPECTATIONS: Before meeting with an owner, take a moment to jot down what you expect to gain from this interaction. Are your expectations realistic? What might the property owner be expecting? Step back and identify what needs to be communicated so that you can achieve your goal.

EFFICIENT: Efficiency is the result of thorough preparation. Owners recognize and appreciate when agents are prepared before meeting with them. So do your homework. It shows that you care and you will likely see a better outcome.

EMPATHY: The ability to identify with others can be an agent’s greatest virtue. Put yourself in the property owner’s place. Do they seem to be going through a difficult time? We have all experienced life’s setbacks. Use those past experiences to help see things from the other person’s perspective.

EDUCATE: Take some extra time when explaining things to the property owner. When you outline pertinent information in a helpful way, you play a vital role in

helping them make an informed decision. You’ll also create an atmosphere of trust and open communication.

ENCOURAGE: Become a better listener. Active listening encourages the owner to speak, and gives them a sense of value. When they feel valued, they are more likely to want to work with you.

EARNEST: People prefer dealing with an earnest person over a smooth-talker every time. That’s because smooth talk is a surface interaction and perceived as insincere. Conversely, earnest communications comes from the core of a person and feels genuine.

ENGAGE: Pay attention. Agents who are fully engaged in the communications process are able to watch for a change in words and body language, signaling a potential issue. Ask yourself, “What is the owner really saying? What are they not saying, but inferring between the lines?”

EXCELLENCE: Whatever you do, get better at it. Stretch yourself to the next level. Achieving success is much like a staircase – you get there one step at a time. Assume personal responsibility for your work. Do more than expected. Go the extra mile. The property owner will take notice and you’ll have a respected influence in the negotiation process.

EXPERIENCE: Think back on some of your past projects, and consider what you learned from them. Ask yourself some self-assessing questions like, “What would

I have done differently? Could I have been more prepared? Could I have listened better or taken extra steps to be more helpful?” Each job has the potential to teach an important lesson. Your experience can be the most valuable thing you have to offer.

EQUALITY: Keep in mind that owners are usually living life just fine until an agent knocks on their door. Once we show up, representing the government or a large company, there’s an immediate imbalance of authority. We need to level the playing field. Remember, win-win outcomes are best accomplished when everyone works together as a team.

It takes time and energy to put yourself in the other person’s shoes. But if it facilitates cooperation, it’s definitely time well spent.



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