
William Ury

The Power of a Positive No: How to Say No and Still Get to Yes

Title: The Power of a Positive No: How to Say No and Still Get to Yes

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Description

No is perhaps the most important and certainly the most powerful word in the language. Every day we find ourselves in situations where we need to say No—to people at work, at home, and in our communities—because No is the word we must use to protect ourselves and to stand up for everything and everyone that matters to us.

But as we all know, the wrong No can also destroy what we most value by alienating and angering people. That's why saying No the right way is crucial. The secret to saying No without destroying relationships lies in the art of the Positive No, a proven technique that anyone can learn.

This indispensable book gives you a simple three-step method for saying a Positive No. It will show you how to assert and defend your key interests; how to make your No firm and strong; how to resist the other side's aggression and manipulation; and how to do all this while still getting to Yes. In the end, the Positive No will help you get not just to any Yes but to the right Yes, the one that truly serves your interests.

Based on William Ury's celebrated Harvard University course for managers and professionals, **The Power of a Positive No** offers concrete advice and practical examples for saying No in virtually any situation. Whether you need to say No to your customer or your coworker, your employee or your CEO, your child or your spouse, you will find in this book the secret to saying No clearly, respectfully, and effectively.

In today's world of high stress and limitless choices, the pressure to give in and say Yes grows greater every day, producing overload and overwork, expanding e-mail and eroding ethics. Never has No been more needed. A Positive No has the power to profoundly transform our lives by enabling us to say Yes to what counts—our own needs, values, and priorities.

Understood this way, No is the new Yes. And the Positive No may be the most valuable life skill you'll ever learn!

From the Hardcover edition.

Insightful reviews

Debbie: 14 members of my non-fiction book club convened to discuss this book. The feedback from the group was exceptionally positive and there was vast agreement among the members that this was an extremely worthwhile read with practical application for both business and personal use. The group demographic included students and professionals, ranging in age from 28 to 58, both male and female.

William Ury's writing style is conversational and straight forward. The text is interspersed with inspiring quotes and real life examples of saying No which cover a spectrum of scenarios. His simple three step method shows us how to say No, without creating discord in our relationships

with others. He provides insight and guidelines that would be helpful in just about any situation. Mr. Ury writes at length about the pitfalls we fall into that leave us trapped into saying Yes when we would prefer to say No. He writes about the trap of accommodation (instead of saying No, we just go along in order to get along) and the trap of avoidance (we say nothing at all in an effort to avoid conflict.) He discourages saying nothing at all, and he offers many solutions for speaking up in a positive manner, rather than being silent. He refers to a quote by Martin Luther King Jr. who said "Our lives begin to end, the day we become silent about things that matter." He writes that by learning to say No, we can create what we want, change what doesn't work, and protect what we value. Mr. Ury wrote that "No is essential to life." The book contains information that would be useful to anyone who interacts with others; which apart from cave dwellers, includes all of us.

Neil Kokemuller: This is honestly one of the best books I have ever read from a practical, life-impacting perspective. It is an excellent, eye-opening read for those of us that struggle with the "people pleaser" mentality. While the book addresses several key topics, the general premise is that if you understand what you are saying "yes" to, saying "no" becomes a bit easier. Every yes/no decision is actually a choice between priorities. You might say "no" to a friend's favor request to say "yes" to a family commitment, or even to your own need for personal time, for instance.

Ash Ryan: As someone who's all about focusing on the positive, the title of this book intrigued me. Isn't saying "No" sort of inherently negative? On the other hand, you obviously can't say yes to everything, or your results will turn negative in pretty short order.[return][return]William Ury skillfully untangles this paradox by showing us how to dig deeper into our motivations. When we say no reactively out of anger, we damage our relationships. When we say yes reactively out of guilt or fear, we damage our own interests and values. We should instead be proactive in protecting our own interests and values, which will allow us to say no when necessary in such a way as to preserve our relationships at the same time.[return][return]The book is neatly divided into three parts or "stages" of three chapters each. Stage one is on preparing your no, and here he gives several helpful tools for introspecting and figuring out what you really want so you can act accordingly, which isn't always as easy or straightforward as it might sound. Stage two is on delivering your no, and includes a lot of examples of actual language you can use to make your refusal both more effective and less off-putting (because these don't have to be positively correlative!). Stage three is on follow-through and offers strategies for sticking to your own interests and values and making sure your no means no even when they don't want to take no for an answer (as anyone with children is all too familiar with).[return][return]The three chapters within each stage are because of what Ury calls the two biggest mistakes people make when saying no, the first being starting with no, and the second being ending with it. Perhaps counterintuitively, to say no effectively it helps to begin and end with yes. So the first chapter in each stage deals with the deeper yes in which you root your no, your own positive interests and values; the second with the no itself; and the third with the proposal of a hopefully more mutually agreeable alternative.[return][return]This structure may look a little too neat at first glance, but it's actually very practical and effective. And while this might sound simple and easy, it isn't. But this book will help make saying no simpler, easier, and most importantly more effective than it otherwise would be.[return][return]A note on the audio edition: I was pleasantly

surprised when I realized at the end that the narrator was the author. Usually it's all too obvious when this is the case, but while listening I had assumed it was being read by a professional, and a good one at that. So Ury is not only among the better authors I've read lately, but also among the best narrators I've listened to. I've not yet read his earlier books *Getting to Yes* and *Getting Past No* (and he says he regards this book as a sort of prequel to those), but I'll definitely be picking them up. <http://www.amazon.com/review/R24F8ERA...>

Leader Summaries: Desde chief Summaries recomendamos l. a. lectura del libro *El poder de un no positivo*, de William Ury. Las personas interesadas en las siguientes temáticas lo encontrarán práctico y útil: habilidades directivas, comunicación e influencia, negociar con eficacia. En el siguiente enlace tienes el resumen del libro *El poder de un no positivo*, *Cómo expresar nuestros argumentos con asertividad sin herir los sentimientos de los demás: El poder de un no positivo*

Kipi: Can "no" really suggest "yes"? Yes, it can, in response to William Ury within the strength of a good No: tips to Say No and nonetheless Get to Yes. I learn his booklet attending to definite a couple of 12 months in the past and feel, as a mediator, this booklet is way extra beneficial and functional since it makes a speciality of the significance of courting over that of attaining a "deal." This paragraph within the ultimate bankruptcy sums up the author's message: The nice challenge this day is that we have got divorced our Yeses from our Nos. sure with out No is appeasement, while No with out certain is war. convinced with no No destroys one's personal satisfaction, while No with no definite destroys one's courting with others. we want either definite and No together. sure is the most important note of community. No, the major note of individuality. certain is the most important notice of connection, No the main be aware of protection. certain is the foremost notice of peace, No the foremost notice of justice. A positive, effortless learn i might suggest to everyone.

Marcello Eduardo: William Ury can have made a unmarried ebook to offer his theory. That he divided it in 3 books, all top sellers, indicates that he's very didactic and... an outstanding negotiator. fundamental as Ury's prior books (*Getting to sure* and *Getting previous No*), this one is better. A needs to learn for somebody who desires to take the main out of any negotiation, in any realm. successfully proposes frames and techniques on find out how to raise the chances that you simply get what you want/plan for, should you are looking to switch whatever that can damage or be bad for others. And accomplish that whereas maintaining balanced relationships or, at least, diminishing counter-reactions and resentful/revengeful sentiments in different events involved. William Ury can have made a unmarried e-book to give his theory. That he divided it in 3 books, all top sellers, indicates that he's very didactic and... a superb negotiator.

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