



MIND... SET TO SUCCESS

(How to become bullet proof to criticism)

Vol 3 Issue 11

Speaker Humorist Magician
2011

March

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Dear Stan

Apparently the following are genuine complaints made to Thomas Cook Holidays by some of their customers:

"I think it should be explained in the brochure that the local store does not sell proper biscuits like custard creams or ginger nuts."

"The roads were uneven."

"The beach was too sandy."

"Topless sunbathing on the beach should be banned. The holiday was ruined as my husband spent all day looking at other women."

"A tourist at a top African game lodge over-looking a water hole, who spotted a visibly aroused elephant, complained that the sight of this aroused rampant beast ruined his honeymoon by making him feel 'inadequate'."

"My fiancé and I booked a twin-bedded room, but we were placed in a double-bedded room. We now hold you responsible for the fact that I find myself pregnant. This would not have happened if you had put us in the room that we booked."

In my opinion Thomas Cook would be right to ignore the above complaints; although I'm sure they treated their customers with the respect they didn't deserve.

It got me thinking. There was a period in my life when I had a very close friend who always criticised me, and very cutting she was at times too. The number of times I was told I was useless, or that I'd done something wrong. Let's not go there, enough to say I eventually saw the light and she's no longer a friend... sad really.

Shortly afterwards I vowed I would never let anyone undermine my confidence again and I found a way of dealing with criticism, and when I say 'deal with' I mean working out whether the criticism is helpful or not. After all some criticisms are helpful and that's an opportunity to learn and grow.

Firstly, don't defend, attack back, shift blame or go into denial just listen to what's being said, and then ask yourself three questions.

1) Who is saying the criticism, are they qualified to pass comment? If you're being told you'll never make it as an author, are they qualified to make that comment? Even then it's only an opinion; look at the number of times J K Rowling was rejected by publishers before finding a publisher who would take on the Harry Potter books.

2) How accurate is the criticism? Often criticisms are



John's YouTube Channel



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exaggerations e.g. 'You always say the wrong thing'. You mean every single time I open my mouth I say the wrong thing? I don't think so. Sometimes I might say the wrong thing but NOT ALWAYS.

The third question is the clincher.

3) What state of mind is the person giving the criticism in? Are they angry, trying to be hurtful, or have an ulterior motive? If so, ignore them.

If they're doing their best to be helpful, if they're qualified to give an opinion and if the comment is accurate then listen, you just might learn something.

If you're being criticised or receiving feedback ask yourself the above three questions to protect yourself.

If you're giving criticism or feedback, calm down, be clear and think about what you're going to say. With the right criticism you can inspire and motivate.

The Sneaky Stunt - Odd maths

You're going to need ten coins, and three glasses. Instead of coins you could use washers or Smarties, I prefer Smarties then I can have them as a snack when things get taxing. But let's say we're using coins.

Your mission is to place an odd number of coins into each glass.

Go on then... and when you've given it your best shot for the solution clickerate [here](#).

The Challenge - for a bit of fun, I challenge you to drop this useless fact into your next conversation

Micky Mouse was banned in Rumania in 1935 because the authorities thought a three metre high rodent on screen was likely to scare rather than entertain the nation's children.

And of course three metre high people on a screen wouldn't scare anyone?

Doing More With Less - Obvious and not so obvious ideas to help you in business

Get into the frame of mind that customer complaints are a blessing, providing they're genuine and not like the Thomas Cook Holidays examples above.

As customers, none of us expect things to go wrong. We know that they can go wrong, and if they do then we expect the issue to be dealt with quickly, satisfactorily and painlessly.

Customer complaints are an opportunity to learn what you can do better.

It's true; there are some customers who will take advantage. Thankfully, they are a very small minority; in the main they're genuine complaints.

Here's a guide to how to treat your customers... if it would annoy you, DON'T do it to your customers.

An example might be: when you phone a company would you rather be greeted with an automated system or a human being that can help?

True Wit... and wisdom - I've always admired... wit

"My husband said he needed more space. So I locked him outside."

Roseanne

"Why is it the winner of the Miss Universe contest always comes from earth?"

Rich Hall

I Can't Believe They Said That, or.... Doooh!!!

"I've never had major knee surgery on any other part of my body."

Winston Bennett

In case you're interested Winston is a student at The University of Kentucky... let's pray he's not reading medicine.

"Whenever I watch TV and see those poor starving kids all over the world, I can't help but cry. I mean, I'd love to be skinny like that, but not with those flies and death and stuff."

Mariah Carey

And Mariah will be starting her new job as a councillor for the Samaritans next Monday... NOT!!

...and finally

If you're organising a dinner, conference, road show, away day or any event and you're looking for an [after dinner](#) or [motivational business speaker](#) who is insightful and energising with sack loads of humour, then I can help.

I'm very effective at sales and staff conferences and in particular the after lunch slot when an audience needs energising.

I'm not saying I would be a perfect fit for your event; that, of course, would be for you to decide. What I am saying is that if you do have an event coming up, then when would now be a good time to give me a call on 01274 685 152 or email me at john@hotowka.co.uk and find out how I can help?

Until next time, stun the world... be astonishing.

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