

Where There Is a Void Negativity Will Fill It

In my work with people and organizations I've found that when there is a void of clear and positive communication people start to assume the worst and act accordingly. Employees not only want to be seen and heard but they also want to see and hear. The same goes for customers, citizens of countries, athletes, teachers and parents, students and everyone.

At the root, it's all about fear. When we are uncertain, fear and negativity creep in and dominate our thoughts, behavior and actions. This leads to a lack of trust, productivity, focus, teamwork and success. Instead of taking positive actions to thrive we go into survival mode and just try to survive.

Recently I heard from a President of a company who read [Soup](#) and told me how he gathered all of his colleagues and employees and shared a new vision for the future. He identified the challenges they experienced in the past, their current status, the direction they were headed in the future and why they were going to be successful. He filled the void with positive communication and positive energy.

You and I must do the same. Regardless of our situation we must consistently fill the void with positive communication. Leaders, I encourage you to get on the phone or personally meet with your company as often as possible and share your vision for the future and progress along the way.

Managers, communicate to your team. Meet both individually and collectively. If you are a virtual team, schedule a daily call or Skype and spend ten minutes communicating and connecting. Talk about your vision and goals. Talk about hot topics. Discuss progress and challenges and share inspiration and motivation as often as possible.

Sales people, talk to your customers. Call them up. Meet with them. Ask about their fears and issues. Show them a positive vision for the future and explain how you are positioned to help them get there. Help them solve their challenges. The more you communicate with them the more they will trust you.

If you always fill the void with communication then negativity and fear can't breed and grow. Now more than ever, communicate with your organization, communicate with your team, and communicate with your customers. Great communication helps build trust. Trust generates commitment. Commitment fosters teamwork and customer loyalty. Teamwork and customer loyalty deliver great results.

It all starts with communication. Communicate, fill the void and you'll prevent negativity from filling it.

-Jon

"Where there is a void, negativity will fill it. Communicate!"