



Say, “Yes And” Summary Document

Overview:

Almost **Every** problem, at some level, is a “yes, but” problem.

Someone (not necessarily you) saying yes but is either:

- Causing the problem
- Making the problem worse
- Blocking the solution to the problem

To solve these problems, we must first switch our response from “yes, but” to “Yes, And!”

Saying “yes, and” won’t magically solve the entire problem, but it is the first step. And when you try to skip that step, your efforts are harder, take longer, and often get you nowhere.

To switch from “yes, but” to “yes, and,” follow these three step:

1 – Isolate the Core Success Elements

For every activity, problem, goal, etc. there are dozens if not hundreds of things you can focus on. There are also a small number of “core success elements.” These are things which, if you put your time and energy primarily into, would help you make rapid progress.

Too often, we say “yes, but” to the core success elements because they are hard, stressful, or unpleasant and we say “yes, and” to other less important but easier or more exciting things.

Identify the core success elements and focus on saying “yes, and” to those things and “yes, but” to the others.

2 – Identify the Underlying Emotion

Too often we think our response is based on logic when in fact it is based on emotion. As the old sales saying goes, “people buy on emotion and justify with logic.”



Emotion drives content. If your “yes, but” is being driven by a negative emotion, chances are it is not valid or useful. If your response is being driven by a positive emotion, then it will probably serve you well.

3 – Interrupt the Default Response

It is easy to say “yes, but” reflexively, for no real reason other than the fact that it is our default.

Sometimes the default “yes, but” happens because we know with certainty that we will receive a negative outcome (even when in truth we don’t really know anything at all).

Sometimes the default “yes, but” happens to protect us from having to step into uncertainty, even though it is in the uncertainty that we can grow, advance, and find new opportunities.

When you find yourself saying, “yes, but” reflexively, interrupt yourself by simply pausing and not responding. Take a few moments to determine if your “yes, but” is a default response or a valid one.