

# THE ART OF OFFENSE

By J. Bert Freeman

With excerpt from the book *Taking Charge of Your Positive Direction* by J. Bert Freeman

Consistent Positive Direction includes communication skills, approaches and techniques that move us closer to the outcomes, results or successes that we want instead of moving us farther away. As leaders, teachers and parents we can increase the positive direction impact that we have on others. The emphasis is on *direction*. One useful technique is called the “Art of Offense”.

The *Art of Offense* means to position yourself, your team and/or your organization for forward movement. Sometimes, words that are normally considered the language of Consistent Positive Direction may, depending on how we use them, be more focused on what we want to ‘get away from.’ When you want successful outcomes, talk toward the outcome that you want. Examples of the Art of Offense are below.

Instead of talking about...	Talk about...
Prevention and Prevention Programs	<i>Assurance and Assurance Programs</i>
Limitations	<i>Possibilities</i>
A Revolutionary Event	<i>An Evolutionary Event</i>
Survival	<i>Success</i>
Stopping [something]	<i>Starting [something]</i>

- **Instead of saying**, “We want to prevent poverty,” **you can say**, “We want to assure prosperity.”
- **Instead of saying**, “The disruptions must stop”, **you can say**, “We must have orderly conduct.”

Often, when people talk about a change, they refer to the change as a “revolution,” which talks about what they want to get away from. Instead, they can talk about the evolution which they envision. The Art of Offense provides a consistency of language for forward movement.

Remember! Your current reality is your ‘starting line’. You can move forward from there. Whether we are dealing with household matters or international affairs, we can always speak in the *direction* that takes us and others closer to the outcomes we require or desire. You and I are designed for forward movement.

There are many examples. Perhaps you can think of a few. Please contact me if you have questions or comments at [jbertyreeman@positivedirection.net](mailto:jbertyreeman@positivedirection.net).

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