

## **Language is power**

Have you ever wondered what defines an individual as a convincing and trustworthy professional? Definitely, numerous factors like the expert knowledge, the adequate behaviour, the proper dress code and the language they speak. More often than not we underestimate the impact our language has on others as a powerful tool in our hands.

We are unaware that there is more to our language than just communication. Language shapes us and our reality both on an individual and professional level.

## **More than a means of communication**

Language serves a variety of purposes: you can create emotions, feelings, you can express opinions, you can persuade to your line of thinking, you spur people into action. This power of the language translates into tangible profits: you are able to strike a deal, maintain business relationships or argue effectively during negotiations. Language is not only a passive asset once acquired, but also an active tool through which you connect with the surrounding world and exert your power over it.

The impact the language has depends much on your mastery and proficiency as its user. You can achieve the desired outcome if the message you put into words matches your decisiveness and certainty. Your clear and unambiguous message can instantly provoke a client's action. Be aware of this potential at your disposal and make sure that your language still holds power.

## **Your professional image**

With the first words you utter, you create and reinforce your professional image. Your language competence immediately demonstrates that you belong to this elite club of professionals whose words carry the meaning and really matter. The way you speak can project your self-confidence and reliability as a professional. Whether we like it or not, we are judged by our listeners, or at the very least we leave a personal picture in their minds.

Imagine a professional finding themselves at a loss for words, hesitating a lot, making unnecessary pauses, or spitting a flow of sloppy words. And now imagine an individual who can put any thought they wish in words, with a clear message, not limited by the vocabulary repertoire, whose speech is a smooth match of who they are with what they do.

Whom would your client turn to with their next transaction or project?

## **How effective is your language then?**

Do you sound like a pro without resorting to legalese, corporate- or business-speak? Or did you reach a linguistic plateau a few years ago and just hope to "survive" in a meeting? Are you merely communicative and fall back on "safe" textbook words from the secondary school?

For the demands of modern business environment it may just be insufficient. The level you have reached on your linguistic journey truly

matters. Language is power when employed by an able communicator who constantly takes care of the quality and sophistication that their language expresses.

Language is powerful when you know not only “what” to say, but also “how”, and “to whom”, so you can easily adapt to the situation and your speakers. But language is also this skill which requires constant practice, just as you take care of other elements of your professional image.

Make sure that you serve your clients well by helping them make sense of the complex legal or financial issues, and not hindering the communication with your less than satisfactory linguistic competence. Enhance your full business potentials through the power of your language which will work to your advantage.

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