

Facilitator's Guide  
for Video  
Training Program



*A Tale of Triumph over Negativity*

Lives in the Land of

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by bestselling authors  
**BJ Gallagher**

*A Peacock in the Land of Penguins  
& Steve Ventura  
Walk Awhile in MY Shoes*



**WORKPLACE**  
*Publishing*



**Lives in the Land of NO**


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## Introduction

It's no secret that we live in a world full of negativity. It seems like everywhere we turn, we're confronted by difficult, negative people, with their shaking heads, thumbs down, brush-offs, closed doors, and put-downs. Negativity surrounds us — in our workplaces, in our communities and places of worship, in government, in social settings, in schools, and even within our families. Dealing with negative individuals is one of the most common problems that people complain about.

But that's only half the story ... sometimes it's our own negativity that stands between us and success. Our pessimistic thinking, apathy, and over-cautiousness can be bigger barriers than everyone else's negativity combined!

Some days we wonder, "Why bother?" Trying to find happiness and success in an endless landscape of negativity is just too hard, it often seems.

Sound familiar? If so, we have good news for you: Help has arrived!

Understanding the sources of negativity — both our own and others' — is essential for people to work together effectively. This video-based training program is designed to help workshop participants develop skills for their own journeys in the Land of NO — overcoming others' resistance, roadblocks, and rebuffs.

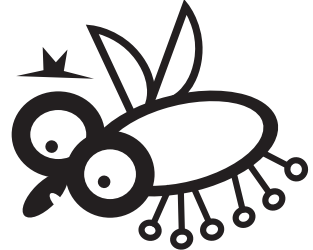
The video provides simple, how-to instruction that's both practical and entertaining. It will help participants deal with negativity faster, more effectively, and with a lot less discouragement and despair.





## How to Use This Video

“YES Lives in the Land of NO” is a versatile video-based training package that can be used effectively in a variety of different delivery formats:



### **Training Sessions and Workshops**

This video and Facilitator’s Guide will make it easy to conduct training sessions and workshops designed to help people improve their personal effectiveness on (and away from) the job. In a classroom setting, participants will learn how to deal with difficult people — getting what they need from others, and building strong relationships at the same time. And they’ll discover how to overcome their own negative feelings, worries, and counterproductive habits of thinking and acting.

### **Staff and Team Meetings**

Don’t have the time or ability to pull people together for extended training sessions? Then break down the material in this Facilitator’s Guide and create one or more shorter training modules that you present at staff or team meetings. You don’t need to be an experienced trainer to use this package. Any team leader, group supervisor, or line manager can utilize these materials to enhance the effectiveness of a group or team.

### **Project Team Kickoffs**

Start your groups off on the right foot by presenting this material at the beginning of team or task-force projects. Use the video to prepare everyone for challenges they may face, and to encourage them to work together in overcoming potential obstacles of negativity.

To be sure, finding YES in the Land of NO is easiest when undertaken as a group endeavor. Teaming up with others in order to cut through red tape, get things done, garner approvals, and secure budgets is almost always more effective than trying to go it alone.

### **Sales Meetings and Product Launches**

Re-energize your key revenue producers by presenting this material at sales meetings and new-product launches.

No one hears NO more often than salespeople. Rejection and rebuffs are just business as usual for those responsible for selling your products and services. This video package is the perfect training and motivational resource for any sales team — reminding them of the importance of planning and preparation, the key element of timing, and the most essential key to sales success: perseverance.

### **Individual Self-Study**

Make the video available for individual employees to borrow and view on their own.

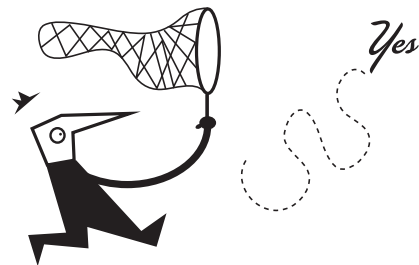
We all need an occasional pep talk to stimulate initiative, keep us going when the going is tough, and remind us not to give up before reaching our goals. “YES Lives in the Land of NO” can serve as a quick and effective self-study course on how to persevere in order to succeed — at work and in life.





## Key Learning Points of the Video

- **The Land of NO is everywhere** — in organizations both large and small, in government, in schools and universities, in hospitals, in communities, in nonprofit groups, and yes, even in families.
- **We can't simply avoid negative people** — we must learn how to deal with them effectively.
- **People who seem to be negative all the time are not bad people** — it's just easier and safer to say NO.
- **Not all NOs are created equal.** We must understand why someone is saying NO if we hope to turn that NO into a YES.
- **Often, we can avoid getting rebuffed or rejected if we do our homework,** plan and prepare carefully, pick the appropriate time and place, and understand the wants and needs of the person from whom we seek a YES.
- **Helping others find a way to say YES is largely a function of helping them to see what's in it for them.**
- **Sometimes the Land of NO is not our environment — it's inside our own heads!** Apathy, cynicism, and poor self-esteem sometimes lead people to give up before they even try to find YES.
- **Attitude is everything.** Attitude is what makes the difference between people who are successful and those who never even give it a try.
- **Success in life is very often not a function of talent, intelligence, or education — it is a function of determination, tenacity, perseverance, and willingness** to hang in there for what you really want.
- **Finding YES in the Land of NO is not something you have to do alone.** Teaming up with like-minded others increases your likelihood of success.
- **For inspiration and instruction on finding YES in the Land of NO, look around you for people who are already doing it.** Learn from them. You don't have to reinvent the wheel. Ask them to teach you what they've learned about finding YES.





# YES Lives in the Land of NO



## Synopsis of the Video

Our story opens in the Land of NO, a dark and dreary place populated by negative characters, naysayers, obstructionists, and generally grumpy people. As the narrator gives us the lay of the land, we get a good sense of just how challenging and discouraging it can be to live and/or work in the Land of NO.

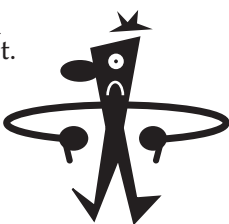

A litany of woes awaits our hero as he ventures forth into the Land of NO. The negative characters he encounters are people most of us will recognize from our own experiences:



**Don Rock de'Boat** and **Stan S. Quo** say NO because they don't want to deal with change.


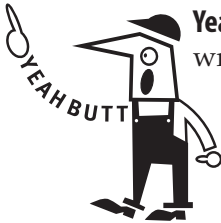


**Lotta Fear** is just plain scared.



**Nomo Money** says NO because his only concern is the budget.

**ReNay Sayer** is negative simply out of habit, as is **Noway Jose**.



**Yeah Butts** can always be depended on to point out what's wrong with any and all proposals and ideas.

And **Red Taype** is just doing his job — which is to say NO.

These characters are not bad people — they've just learned that it's always easier and safer to say NO.

The video poses this question to the viewer: Why would anyone want to spend time in the Land of NO? The answer: Because that's where YES lives. In other words, you have to deal with a lot of rejection on your way to achieving your goals. If you want to be successful, you must journey through the Land of NO.

The video then addresses a second question: How? How do we find our YES in the Land of NO? The narrator points out that, first and foremost, finding YES is an inside job — inside us, that is. It begins with having the right attitude. What is in your head is crucial to the kinds of results you'll get. We see, onscreen, how people with negative attitudes get stopped cold by a couple of NOs. Then we watch as other characters with positive attitudes overcome the NOs, and go on to be successful.



# YES Lives in the Land of NO

The video outlines the steps to take in order to help ensure your success: Do your homework and plan your approach; pick your time and place carefully; know your audience and prepare for objections. We then take another look at each of the negative characters from earlier in the story, and one by one we analyze what it takes to turn their NOs into YESes.

We discover that when dealing with Lotta Fear, you must reassure her that her worries and concerns can be addressed.

If Nomo Money is the obstacle, you must do your homework, crunch your numbers, and show how saying YES is actually more cost-effective than saying NO.

When you're dealing with Yeah Butts, you need to anticipate his objections so that you can counter them persuasively.

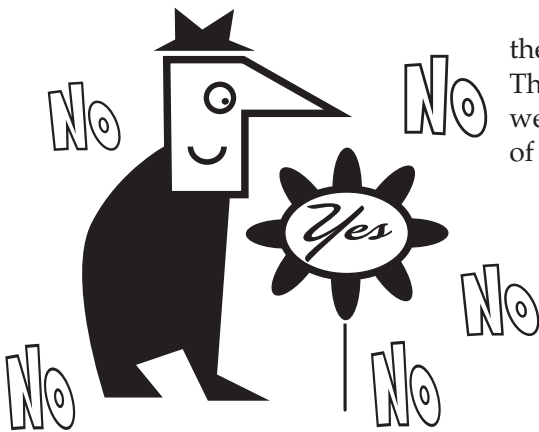
If Don Rock de'Boat and Stan S. Quo are your problems, point out to them how the world is changing and that your organization must change to meet the new challenges.

With Red Taype, you'll need to show him how cutting the red tape will make his job easier, not harder.

As the video draws to a close, we see how helping others find a way to say YES is the key to achieving what we want at work and in life. How do we do that? By showing others what's in it for them to say YES!

And we don't have to do it alone. We can learn from others who've been successful in finding YES in the Land of NO — we can team up with others who have similar goals. We see that in the story as our hero follows the example of others and aligns himself with those who have found their YES.

In closing, we discover that (contrary to first impressions) the Land of NO is not a place to be avoided. Just the opposite. The Land of NO is the perfect place to be, because that is where we'll find our YES ... that's where we'll experience the benefits of persevering to achieve the results we seek.





## A Few Tips for Trainers

- Familiarize yourself thoroughly with the video and Facilitator's Guide.
- Make sure you have all the materials you'll need for your workshop or meeting (flip charts, markers, DVD player and monitor, handouts, and so on).
- Test the DVD player and monitor ahead of time to make sure you don't have technical problems. Adjust the sound level for the size of the room.
- Make sure you know where the restrooms are located so that you can inform the participants.
- If refreshments are in the room, put them in a convenient place where people can help themselves without disrupting the group.
- Commit to starting on time and ending on time.
- Ask participants to silence pagers, beepers, and other electronic devices.
- Remind everyone that it's OK to disagree. Encourage lots of interaction; invite questions and comments throughout the session. The more people participate, the more they will learn and retain.

### **A special note about room arrangements:**

*The key to an effective seminar is PARTICIPATION. Your room arrangements can make all the difference between a boring presentation and a lively, interactive learning experience. Round tables are the best for encouraging small-group discussion — they should always be your first choice. If you can't get round tables, go for small square or rectangular tables around which a small group can be seated. If no tables are available, that's fine — people can move their chairs and cluster in small groups. Above all, avoid classroom style (straight rows of tables and chairs) or theater style (rows of chairs) all facing the front — those arrangements encourage passivity in your participants and make it harder for people to interact and learn.*





Notes:



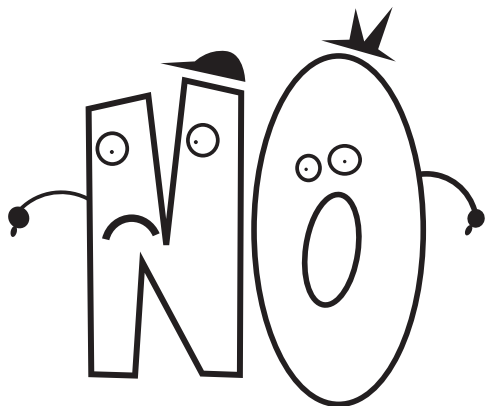
## Training Design: Dealing Effectively with Negative People — at Work and in Life (1.5 hours)

### Materials needed:

- Video or DVD of “YES Lives in the Land of NO”
- DVD player or VHS and monitor
- Flip charts and stands — enough of them so that each small group can have a flip chart to use, and you will have one as well
- Felt-tip markers
- Copies of Handouts #2 through #6
- Copies of the book, YES Lives in the Land of NO, for all participants

### Trainer to the group:

Let’s begin our session with a virtual “field trip” to a place that is undoubtedly familiar to us all — the Land of NO. We’ve all spent time there — because it’s everywhere. So as you watch the video, make a note to yourself when you recognize a situation that you’ve personally experienced. And see if any of the characters portrayed in the story resemble actual people you’ve encountered in the past.



### Instructions to trainer:

- Introduce yourself to the group.
- Ask participants to introduce themselves to the group.
- Outline the objectives for the session:
  - To learn how to deal with people who exhibit negativity
  - To understand the effect that others’ negativity has on you
  - To explore ways to get what you want and need in spite of rejection and roadblocks
  - To experience tenacity, persistence, patience, and resilience
- Explain how the group will work together.
  - The session will be interactive, with lots of participation.
  - This is NOT a lecture; it’s a 90-minute workshop.
  - It’s OK to ask questions, disagree on issues, and have different perspectives, and to jump right in with comments, ideas, and
  - Point out refreshments if they are available, and remind people of the locations of the restrooms.
  - Ask everyone to turn off their cell phones, pagers, and other devices.
- Express your commitment to ending the session on time.

Show the video, “YES Lives in the Land of NO” (nine minutes), and then immediately proceed to the following exercises.





# YES Lives in the Land of NO

## Exercise 1:

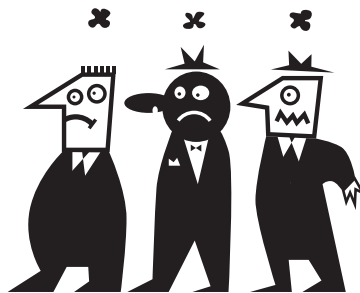
**Where do you find negative people in your life, and how does their negativity show up?**

**Trainer to the group:** Judging from your laughter, I'd guess that some of those situations and negative people resonated with you. Let's take a few minutes and consider all the different ways that NO shows up in your lives.

I'm going to ask you to break into small groups and discuss the behaviors of negative people you have to deal with. You'll have five minutes to discuss the question. And you'll need to identify one person in each group to take notes and present your results. You can use the flip chart for this. Each group will have a different question to consider, so listen carefully to the instructions.

Break the big group into small groups, giving each group one of the following topics to discuss:

1. Do I have negative people in my family, and if so, what does their negativity look like? (For example, always saying NO when I have an idea; rejecting my suggestions for family trips or holidays.)
2. Are there negative people among my friends, and what are the ways in which they express their negativity? (For example, always pointing out what's wrong with other people; automatically rejecting others' points of view; closed-mindedness.)
3. Without naming names or positions, are there negative people in other work groups or departments where I work? If yes, how does their negativity show up? (For example, refusing others' good suggestions; not being open to change.)
4. Without naming names or positions, do people exhibit negative behaviors in my own department or work team? (For example, rejecting others' ideas out of hand; always pointing out the flaws in others.)



(Note: Make up more questions if you have more than four small groups.)

### **Instructions to trainer:**

Give them five minutes to discuss their questions; then stop them.

Ask one person from each group to report what the group came up with, using the list they made on their flip chart. You can comment on some of their answers if you like, and you can refer them to Handout #2, "The Language of NO." But don't spend too much time on this. You want to move on to the solution, not dwell too long on the problem.

### **Instructions to trainer:**

Break the group into pairs. If you have a person left without a partner, you can partner with that person yourself, OR you can create one group of three, in which they each share with the other two.

After three minutes, stop the discussion and get the group's attention again. Ask a handful of people to share with the rest of the group. What's the toughest NO behavior they have to deal with? Is it NO at work? Is it NO in their personal lives? When does NO stop them cold? List their answers on your flip chart and spend a few minutes discussing their answers.



## Lives in the Land of NO

### Exercise II:

**Who is your toughest type of negative person?  
What kind of NO stops you cold?**

**Trainer to the group:** As you can tell by the discussion so far, some negative people are hard to deal with; others less so. But they all present challenges to you in getting what you want out of work and out of life. And while you may have learned how to deal with some of these folks, there are others who will stop you cold.

This time, partner up into pairs ... just turn to the person next to you and compare notes on the NO behavior that is toughest for you to deal with. You have only three minutes for this — so don't get into long stories. Just think about who your toughest naysayer is and — without naming names or positions — share that with your partner. I will let you know when a minute and a half have passed so that you can switch, if you haven't already.

#### **Instructions to trainer:**

*This question is for the whole group to consider. Keep them in a big group at this time, fielding their answers as they give them to you and writing their answers on your flip chart in the front of the room. You can comment on a few of the items, if you want. You can also refer them to Handout #3, "Some of the Many Reasons People Say NO."*



### Exercise III:

**What lies behind NO? What influences someone's negativity?**

**Trainer to the group:** Not all NOs are created equal. Different people have different reasons for responding negatively to our ideas, plans, and suggestions. What are some of the reasons you can think of for people to be negative? (Help prompt the group if they seem stuck: things like fear, ego, control, lack of budget, bad experiences in the past, perfectionism, fear of making a mistake, or no time.)

OK, you've listed several reasons for why people say NO so often. Which ones do you think are the most common?

#### **Instructions to trainer:**

*Lead a brief discussion of this question and circle the top four or five reasons that the group feels are the most common. You don't have to be precise about this — just a general sense is fine. Fear is probably the most common reason for people to be negative. Ego might be another. Perhaps budget. Circle the top four or five, and in the next segment you're going to break them into small groups to discuss ways to address these negative influences.*

