

... Win a Fight or a Debate

REDI DIREKO,
television and radio presenter

“WELL, IT'S EASY because the trick lies in not wanting to win. In an ironic way, if you are not obsessed with an idea, you do end up winning. Does this sound muddled up? Let's first define 'winning.' For me, winning a debate does not always mean getting my way. Sometimes it means being awakened to a new reality that I was not aware of, or gaining more insight into an issue. One of the most effective ways of winning a debate or fight is to jettison your emotional attachment to your opinions. This way you open the space for your opponent to be heard, while calmly persuading them. Also, ask probing questions rather than only stating your position.”



DIREKO: DEBBIE YAZBEK

How to Apologise

DR. ALI PEIRSON,
clinical psychologist

“Face it – we all make mistakes. Start by admitting what you did and recognising how it made the other person feel. Saying ‘I know I let you down and that must have made you feel really disappointed’ will help to open the other person up to your apology. Empathising with the person you have offended is important.

“Then say you are sorry and ask for forgiveness. Do it with sincerity.

“Lastly, offer some reparation – suggest how you could make it better, or ask what you could do to make things right. Remember that we all need to apologise from time to time. You don't need to grovel, but a direct, heartfelt apology is the first step towards beginning the repair process.”

How to

... Secure Your Dream Job

THEBE IKALAFENG,
Brand expert and author

“The most important thing is that you must understand the company you are approaching. Then show them you can marry the organisation with your personal qualities.

“Most companies don't care about anything except how the interviewee is going to improve the company itself. So tell them: Sell yourself as a package; present yourself as a business proposition. You are delivering a set of expectations related to your education, upbringing, attitude – your brand. When you are looking for a job, you're searching for an avenue to show The Ultimate You. Your main selling point should be to show how you will help the organisation reach its goals, while you are reaching your own.

“Also important is how you present yourself. Your appearance must mirror the image of the organisation. Reflect how the head of the organisation presents himself or herself. The CEO is the embodiment of its brand, and you cannot go wrong projecting a similarity. It doesn't mean you must spend the kind of money that they do on clothing – it is more about attitude and capturing their brand.” ➤

