

# METROWEST BUSINESS



## [ WRITE ON THE MONEY ]

### Irish guide to business messages

As we kick off St. Patrick's Day week – the celebration lasts longer than a day when you were born with my name – we are reminded of all of the Irish stereotypes, positive and negative. True or not, these labels offer great lessons for your business communications.



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#### The bland Irish diet

The meat and potatoes cuisine common to the Irish is about the basics – simple food to fill you up, nothing too fancy required. In your business communications, it's critical to start with the basics as well, before you add any bells and whistles.

The meat and potatoes of your marketing centers on a strong, value-based message that resonates with the target audiences you identify.

#### The Irish temper

One stereotype is that we Irish are a passionate bunch who can flare up quickly when provoked. While ex-

citability can get you into trouble when channeled unproductively, it also can drive great success.

You cannot achieve anything important without passion, and this emotion needs to come out in your verbal and written communications. Drop the tried and true, boring business speak in your sales letters, presentations, blogs and newsletters and speak from and to the heart if you want people to hire you, buy from you and engage with you.

#### The big Irish family

My husband has one aunt and two first cousins so when he ever married into my huge clan, he got a taste of the loud, loving craziness that is common among the Irish. As a professional seeking to advance in your career, a salesperson aiming for that next big hit, or an entrepreneur dreaming of taking your business to the next level, you need a support system around you.

Build a team of trusted, loyal advisers who will give you honest counsel, be there when you fall and celebrate your successes.

#### The Irish grudge

The folk singer/songwriter Judy Collins has been quoted as saying that if you have Irish Alzheimer's, you forget everything except your grudges. While a grudge typically hurts the grudge holder more than it does the target of the grudge, remembering the negative encounters and engagements in your business and career can serve a purpose.

The key to success is making sure you are remembering them to learn from them. The boss who worked you to the bone and then criticized all of your efforts can inspire you to be a more positive employer who offers constructive advice and praise when it's due.

#### Smiling Irish eyes, Macs and O'Bs

From the freckled faces to the big blue eyes, from the last names of McDermott to O'Rourke, many Irish have a strong "off the boat" brand. In your career and business, it's important to present a consistent brand that communicates the messages you want to convey.

Prospects and customers should be able to easily identify

something as coming from your company because of the way your logo is treated, your materials are prepared and your overall look and feel presented.

#### The Irish drinkers

Whether it's tea or Guinness, the Irish are known for their love of the beverage. But it's about more than the drink itself – it's also about sharing it with others. The Irish are great at creating an experience, whether it's a relaxing afternoon with tea and cookies or a raucous evening of drinking and dancing.

In your business life, you also want to create a positive experience for your target prospects and customers when they engage with you. Success is about more than communicating your qualifications alone, it's about delivering a valuable engagement for others because of your qualifications.

Happy St. Patrick's Week!  
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