

## The Buyosphere: The concept of R vs. I

Purpose: This tool will help you communicate with greater empathy and clarity

### Definitions:

Our “**R**”: Our Role, who we are to others; the most selfless and giving part of who we all are

Our “**I**”: Our Individual self; who we are when no one else is around; the most selfish part of us, the needy part of us; “Take care of me.”

In our R: we serve others

In our I: we serve ourselves

Both R and I are an important part of who we are. Both are necessary. What’s also necessary is staying in your R at work and reserving you I for times when you are not expected to serve others.

Customers are in their I – shopping is inherently a way to fulfill a human need.

Our Role, as employees – is to take care of customers and help meet their needs.

The customer’s I will sometimes be angry, afraid, upset, conflicted, confused and will act out. Being in our R means we have the responsibility to maintain a cool head, to be empathetic and compassionate and above all, to stay in our R – even when our personal human instinct might be to slip into our I, to fight, to defend ourselves from what we see as a perceived threat.

Pressure, stress, fatigue, fear all tend to pull us out of our helpful, happy R. Being aware, and doing things to protect your customer, and you, from your internal self-defense mechanism, will help keep your I out of it!

### Strategies for staying in your R:

- Avoid overuse of social media and obsessing over the news.
- Focus on what you CAN control and let go of what you can’t.
- Ask for and accept help when you need it.
- Relieve stress as much as possible and use proper breathing techniques.
- Take scheduled breaks away from your workspace.
- Remember the three F’s: flight, fight, and forgiveness.
  - Choose forgiveness
- Remember anger in the moment is usually not about that moment, but a past moment of unresolved anger, or a present moment of anger that is about their life situation and not about you. Don’t take it personally because it’s not personal.
- Remember the goal is NOT to win the argument, but to win the person over
  - Your I wants to win the argument; your R needs to win them over
- Remember to take the high road, the one that serves the customer over yourself.
- Serve yourself at home, away from the workplace, but do serve yourself. Take care of yourself physically, emotionally, and mentally.
- What other strategies do you find helpful?

THE BUYOSPHERE