

ACTIONS ARE HARD TO EDIT



Words Matter - Actions Deliver

I have spent too much of my life writing, presenting, coaching and talking to pretend otherwise. The right words can help people see something differently. Words can encourage, explain, challenge, comfort, and occasionally get us out of trouble.

But words also have a weakness.

They are easy to improve.

We can polish them. Rearrange them. Add a little warmth here, a little authority there. We can make almost anything sound better than it is.

Actions are harder to edit.

That is probably why they tell us more.

I used to place great weight on what people said they intended to do. I still listen carefully, but I now try to pay more attention to what follows. Not because people are dishonest, although sometimes they are, but because intention and action do not always live as close together as we like to imagine.

When things go wrong, blame often arrives quickly. Communication was poor. Expectations were unclear. Someone did not do what they said they would do.

Often, all of that is true.

But there is usually another question worth asking. What did I do, or not do, that helped create the confusion?

That is not always a comfortable question, but it is often a useful one.

Speak clearly. Yes.

But act clearly too.

A Moment To Reflect

It is all too easy to point the finger and judge what someone else failed to do. It is worth asking ourselves: did my own actions make things clearer, easier and more likely to happen?

If not, what could I have done to demonstrate the behaviour I wanted to see?

Tony Bennett

01.02.2026