



## New WEBSITE!!!



Check it out! It has been updated, added to, upgraded and focused on YOU our favorite customers! Go to [www.monicawofford.com](http://www.monicawofford.com) and take a look at what's in store for you. You will find new features, such as:

- Monica's Calendar of locations!
- Easy Newsletter Sign up!
- New Coaching Programs!
- Audio Recordings!
- Testimonials from you – our satisfied clients!
- Direct link to our BLOG
- Downloadable brochures
- Tons of information to meet your needs!

We look forward to working with you and hearing from you on what you think about the new look and feel.

## Leading Means Never Losing IT!

Have you ever lost it? I mean really, lost it? If you don't know what I mean then you have never done it. Yet, it is probably safe to say that losing at the office is not a good idea. Leading means never losing it, but are we really only talking about temper?

Effective leaders, in fact Contagious Leaders, never lose their focus on the goal, their cool, the lesson, or their touch. Contagious Leaders NEVER lose it. They focus on what is needed with diligent prioritization. They keep an even temperament that meshes with each style of communication that is on the team. They learn the lesson from mistakes made and allow room for such mistakes. And finally, they are constant in their effort to actively learn and grow not only themselves, but others.

Okay, let's be real, you mean to say that leaders never lose their cool?? Well, now wouldn't that be nice. In dozens of rooms with thousands of people asked, each time I ask "How many of you have ever lost it?" almost every hand goes up. Yikes! Yes, we lose it and I mean even the best ones do, but the trick is not often and not over things that hold little significance. Losing ones' emotional grasp can build a reputation for being unpredictable and unreliable. When instead, maintaining a sharp focus on the goal at hand or the task to be realized, can help a leader stay in control of an emotional outburst that may damage the relationships with those involved.

Effective Contagious Leaders ask themselves "what is good about this problem?" or "what is needed to find resolution to this challenge?" or "What can we learn from this mistake?" Thus, they shift the focus from the bad, the damage, the inconvenience, the irritation, to the positive, the solution, the remedy, and the forward progress. Will you always be perfect – no probably not, but will striving to never lose if it currently a frequent occurrence help you be more successful – yes INDEEED!

## Are you “Coach-able”?

Recently, a colleague shared with me what a participant told her. He said “I am so coach-able!” What relief to know that a participant is open to coaching and receiving new information! How much could we learn and grow if we all remained “coach-able” throughout our lives.

The most successful, positive, and highest achieving people I know are those who read, learn, seek out, and obtain new information daily. They take responsibility for gaining new information, for their own growth, and for their own intake of what they need to solve a problem or gain a new solution. Do we all do that? And, if we don’t what gets in the way or stops us from taking that initiative?

I believe it was Napoleon Hill, author of *Think and Grow Rich*, who said, “If you are not learning, you’re dying.” That is a little scary, yet maybe more true than we want to know. Do you ever find yourself in a rut? A rut is a habitual pattern of behavior that no longer provides fulfillment or motivation. A friend told me some time ago that the only difference between a rut and a grave is a matter of feet. Hmmm...

Take a moment today to examine what time you spend on learning and how “Coach-able” you are. Are you in the same old same old habits of run, run, run doing what you have always done with the information you have always had? Steven Covey mentions that doing

## Contagious Leadership Lesson –From Chapter 1 of *Contagious LEADERSHIP*

Take time today to look at how you react and respond to those things that get under your skin. Does it take just a little thing to get you off track, to give you reason to lose it? If so, maybe it is time to re-examine what the goal is, how strongly you feel about achieving it and whether or not it would be best achieved by brute force and tenacity or with a team effort. Losing your temper, focus, or the lesson will not allow you to effectively lead a team, much less yourself.

## Lead Your Customers with Contagious Customer Service

Contagious Leaders make sure that their customers are aware of what services, products, and efforts are made to serve them. If they didn’t and kept the growth of their organization or company or association a big secret then how in fact, would they grow the business?

It really is all about perception management and your customers perceptions are pretty powerful, but even more so is the ability you have as a leader to have with them enough information to create an accurate perception. The real challenge then begins when leaders attempt to match the customer’s perceptions to their expectations.

- What are your customers’ perceptions of your business?
- When was the last time you asked them?
- What does your customer expect from you and the team you lead?
- What does your customer expect from your organization?
- Do your customer’s expectations and perceptions match?

The difference between what your customer expects and what they get is considered Perceived Service Quality. What can be challenging is the belief that we have to out perform our competitors by miles in order to exceed our customer’s expectations. Not true. Consider this – have you ever walked a mile? Long way, huh? Now consider this, do you really have to be that much farther ahead of the other company or group that provides your same service or product, in order to be perceived as better? No. Frankly, all you have to be is a teeny-weeny bit better. Thus, maybe it isn’t that we have to “go that extra mile” but rather just that extra inch.

Go ahead, try it. Walk an inch. Easier, huh? Yep, and better.

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something 21 times will make it a habit. Imagine how firmly formed your habits are if you have been carrying them around for 21 days, months, or even years and then imagine how much information you might have missed out on. Make today the day you learn something new. And then repeat that process daily until learning and being Coach-able becomes a new habit.

*There are books, audios, CDs, courses, and coaching programs that you can learn from daily. If you need a coaching suggestion for a particular skill or need, feel free to email Monica at [Monica@monicawofford.com](mailto:Monica@monicawofford.com) and she will be happy to provide a suggestion that may help. Some initial suggestions include:*

#### **Communication skills:**

Assertive Communication Skills for Professionals – Carol Price  
Toungue Fu – Sam Horn  
Relationship Strategies – Dr. Tony Alessandra

#### **Self Esteem:**

Self Esteem and Peak Performance – Jack Canfield  
Contagious Confidence – Monica Wofford

#### **Finances and Investing:**

ANYTHING by Suze Orman  
ANYTHING by Robert Allen

#### **Life Changes:**

The Gift of Change – Marianne Williamson  
Life By Design- Dr. Rick Brinkman

## **Lead Your Life With Contagious Confidence**

Here's the deal. The average in this country is that 2 out of 3 people have a low self esteem. Ouch. That is a little scary, yet look around you in your life and in your office and see if you can see truth to that statement. Leaders must have a high level of confidence and thus work on their self esteem if it is not currently all that it can be.

What do you need to boost your confidence level? Let's look at that differently; What do you need to effectively lead the voice in your head? Because that is where confidence comes from, isn't it? Leaders effectively lead those voices in their head. What do you say when you have made a mistake "oh, I am a loser"? Wow, give yourself a break. What do you say when it isn't all perfect and it can't all be done in a day? "Oh, I'll never get caught up?" Wow! Be careful. Those voices inside your head are pretty powerful. Ever said "Everything I eat goes straight to my hips!"? Believe it or not, your brain says "Okay!"

Watch what you say today and be aware that not only are your behaviors contagious, but so are those voices. Pay attention today to what the voices say. Are they breaking down or building your Contagious Confidence?

## **Learn How to Lead with *Contagious* LEADERSHIP!**

**The belief that YOU can LEARN to lead is alive and well and it applies to leading others, leading you and leading even those voices in your head.**

**Take a listen to the 6 Audio CDs in Contagious Leadership and see for yourself, just how you can learn to lead. In fact, in the first 10 minutes, you might just learn how to lead your boss!**

**Get your copy at [www.monicawofford.com](http://www.monicawofford.com) in our new resource center!**



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