

LESSONS IN LEADERSHIP

The Keys to Being Contagious in Life & Leadership

by Monica Wofford



Hear Ye, Hear Ye, Get the News Today and Then “Speak” All About...

Leaders are often tasked with giving presentations to the team, or the company, or at the company meeting. The night before is not the best time to consider what kind of practice one might need, yet this is when many busy executives think about how important what they say at tomorrow’s meeting really will be.



Those who do not speak professionally, do not wing it well. (In fact, many who do speak professionally don’t wing it at all, but make it look as if they came up with something on the fly). Don’t be fooled. Those who practice for years DO make stuff look easy. Yet, when you get on that stage tomorrow, next week, or next year, will you be ready to give them a power packed presentation that keeps them engaged and keeps them awake?

Practice, practice, practice is the name of the game. Well, duh. Let’s be more specific shall we. See the next page of Lessons in Leadership Newsletter for tips on presenting your message with purpose with an audience.

Contagious LEADERSHIP: WE CAN HELP YOU WITH YOUR HUMAN CAPITAL

A phone call came in today asking me to help with a research project about human capital. I almost fell off of my chair then began to feel sick. Since when do we as leaders have the right to reduce those we have the privilege of leading to an asset on the balance sheet? The folks you lead are just that: folks, even people, with lives, opinions, and oh yeah, feelings. In fact, it might be worth it as leaders to examine how these people feel when we describe them in a way that is potentially demeaning like human capital or assets of productivity, or even as those that “work FOR us”.

That last one is easy, particularly if you are okay with the idea that people are not property (a concept we got rid of right around the time of the 16th President of the U.S.) Yet many a misguided manager harbors the belief that people are not only assets of productivity, but THEIR assets. Leaders however, take a bit of a different angle.

First, let’s keep it relevant. You have heard the phrases “I work for so and so” or “She works for me over in accounting.” Yes? If so, then check this out. People work FOR money, fulfillment, obligations, children or elderly in their care, mortgage, car payments, kids in college, pets, and a whole host of other reasons. Would you believe some people even work for the prevention of boredom, the achievement of a dream, or the enrichment of a life?

Whether said in jest or with even a grain of sincerity, the phrase “you work for me” or “my employees” or “I work for XYZ Company” is very simply, not true. Yet these people are employed by and often receive a paycheck from you or the company or entity you represent. So what exactly is the difference?

Employees do not, in most cases, complete work, meet deadlines, stay late, work overtime, go the extra mile for the customer, or help you with a last minute crisis, for the purpose of making your day or spending those extra few moments of quality time with you or the manager, no matter how nice a person you are or how fun you are to hang out with. If you believe this to be true, try telling those same

And For My Next Trick...

If you don't present or speak in front of an audience all the time, the task can seem a little scary or down right terrifying. True?

However, always remember that unless you are giving your interview answer at the Miss America pageant that your presentation is not all about you. It is all about your audience. Let me say that again, it is all about your audience and if you can remember a few simple "tricks" of the trade, your presentation will surely go more smoothly.

Connect with your Audience

This can be achieved by walking around the room or giving intense eye contact. Even in some situations, a touch on a participant's shoulder can help you connect and help them connect with you.

Avoid memorization

If you memorize a speech, then you are bound by what you memorized. Commit the *message* instead to memory, not the words, as the audience didn't know what you were "supposed" to say anyway.

Point, Pause, Pivot

Make a point, pause so that they get it and can process it, and then move to another spot on the stage, or pivot to begin walking there.

Skip "I'm Sorry" and "Thank You"

The audience will doubt your credibility if you apologize for something you have said. See "Point" for more. In the end, if you have done a great job in speaking, then it is the audience that will thank YOU, not you who thanks them for listening.

Happy speaking!

employees that you can still employ them in their current position, but it will be without pay. (he, he, I hid this on page 2 on purpose!)

If they agree to the arrangement and you are NOT employing volunteers for a charitable organization, then you will provide the ideal exception to this statement. Were this experiment put into action, in a corporate or for-profit environment, the results would be immediately clear. There would be more crickets than people in the office that day and it would become obvious that these folks do not come in for the sheer, shining, simple fact of getting to see your smiling face every day.

It is not for you that employees work, nor is it always money, but rather what that money, or benefits, can provide. There is value exchanged for value in every situation. It just so happens that with employees you are providing a paycheck in exchange for the services that they provide. If the services stop, the paycheck stops. You wouldn't still say that an employee was "yours" if they no longer worked there, so how is it that they are "Yours" while they ARE working there?

The sooner you are willing and able to recognize the change one phrase can make and begin to work with the employees that you manage, the sooner they will begin to work WITH you. Those you lead from now on are those you work **WITH**, or those that **YOU HAVE THE PRIVILEGE OF LEADING**, or the **TEAMMATES** you have or other appropriate choice. The only thing they are not is "the people that work for you".

Monica Wofford trains managers how to be leaders all over the county. She has trained managers of Fortune 500 and Fortune 1000 companies to become successful leaders and grow successful leaders. To learn more about bringing Monica into your organization, go to our website at www.monicawofford.com or call 1-866-382-0121.

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Now, I ask you, if a parking garage can have this kind of SERVICE definition, what can your business do?



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Contagious CUSTOMER SERVICE: WE TRAIN PEOPLE HOW TO TREAT US

If you've attended any of my recent seminars, you've heard me say "We train people how to treat us" and in fact, we do. (Find more detail on this idea on the Contagious Leadership DVD and Training workbook available at www.monicawofford.com)

Leaders train others with micromanagement, meaning we train people to lose their initiative if we are always hovering over their efforts. Companies train others by settling HR issues that may create bad press, thus they teach employees to create overblown issues to get their way with HR. Customers train us, too, by accepting sub par service that tells the world that this kind of treatment is okay. Let's really look at this one.

What kind of customer have you been lately?

COMPLACENT

COMPLIANT

OBSTINATE

PROACTIVE

There are MANY choices, yet it is the complacent and compliant that teaches the customer service employees and companies with whom they work, that poor service is "okie-dokie". It's like saying "good enough" in a company and most would agree they don't want this type of quality culture.

My thought is this. At \$5, \$8, \$10, or even \$30 bucks an hour, if someone signs on for a customer service position, then the expectation ought to be that he or she provides some. For example, saying a greeting to customers who arrive while delaying personally dramatic banter and gossip until the customer is out of the ear shot or eye shot. Even anticipating what the customer might also need by focusing all attention on this one, yes this ONE, transaction

You know little stuff. The stuff that makes all the difference that frankly we have begun to accept. As I stood at an airline gate in the airport last week, I felt as if I were intruding in a seriously heated conversation among five employees which they continued while I had to repeat what I wanted to the woman way focused on her peer's conversation. In contrast, yesterday I found the most amazing grocery store bagger who made it his mission to liven up each customer's day with a smile and positive greeting. I know this because I asked and he

What Monica's Participants are Saying about her Training...

"Very motivating – too bad I can't bring her home with me!"

Tami Lancaster, St.Mary's Medical Center

"I view it as a privilege to have met Monica and been taught by such a caring person who has a sincere interest in my professional education and me as a person. There are only a few people that have left an indelible mark on my life and she is one of them."

K. C. Breetz, Walt Disney World Co

"Great energy level, good suggestions on what methods work and why."

G. Hagg, Sherwin Williams

"I found Monica's seminar extremely worthwhile and have a new attitude towards my job, family, and life in general."

S. Paxis, Grand Crowne Resorts

"Outstanding information on all topics – very valuable info! Monica presented it all with wonderful examples – all in a fun way – very animated and delightful. Excellent! Monica was fabulous, very entertaining, and fun!"

Linda Curtis, United States Tennis Association

"Monica is awesome! Very enthusiastic, passionate, & contagious!"

P. Wright, Life in the Word, Inc

told me.

Chances are I will readily return to that store because of this man, but what is sad is that even if he were rude, I would've gone back anyway because I was just too darned tired or busy to bother doing otherwise. The same for that airline. I'll probably fly them again, but therein lays the problem.

We say we want better service, better help, more knowledgeable people, yet when we continue to accept sub par service, we teach employees that what they're giving is really good enough. You want better service, accept and tolerate nothing less.

Monica L. Wofford provides Contagious Customer Service training and coaching to organizations and associations. She will gladly talk with you about how to provide unforgettable, exceptional, contagious customer service. To contact Monica, call 1-866-382-0121 or email her at

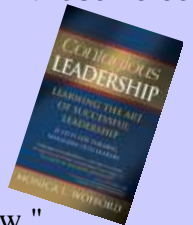
Monica@monicawofford.com

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.

"Monica is the living embodiment of the concept of 'contagious leadership' Her enthusiasm, charisma, laughter and energy are all wonderfully *contagious!* She can teach you the skills that 'contagious leaders' know."

Gregory J.P. Godek, bestselling author, "1001 Ways To Be Romantic"



Get your copy Contagious Leadership and see for yourself, just how you can learn to lead. In fact, in the first chapter, you'll learn how to lead your boss and get him or her to stop saying you work FOR him or her!

Get your copy TODAY at www.monicawofford.com in our new resource center!

Monica L. Wofford



Toll Free: 1-866-382-0121 / Fax: 407-877-8366 / email monica@monicawofford.com / www.monicawofford.com

P.O. Box 6833316 Orlando, FL 32868-3316

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