

Welcome to this quarter's version of **Lessons in Leadership!** This newsletter has been sent to you from **Monica Wofford**, speaker, author, and owner of PresentersPlus, Inc.

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This newsletter contains:

1. WEBSITE UPDATE! Check out the new site!

Go to www.presentersplus.com!

2. Leadership Lesson – excerpt from Monica's book Contagious Leadership that will add to your leadership skills

3. Speaker Suggestion – tips for presentation skills and conveying your leadership message with confidence

4. How to get the customer to say WOW! – the top ten things your customer wishes you did!

5. Tool Time – the latest updates on tools and links for your professional development

6. Book signing in Orlando!

“Contagious Charisma comes from sharing your heart's desire with others.”

M. Wofford

2. Leadership Lesson:

“ There is a prevalent belief that employee's work FOR managers, as well as working FOR the company the pays both of your paychecks. You have heard the phrases “I work for so and so,” or “she works for me over in accounting”. Yes? Whether said in jest or with even a grain of sincerity, the phrases, “you work for me” and “my employees” and “I work for XYZ company” are very simply not true. Yes, these people are employed by and often receive a paycheck from you or the company or entity you represent.

So exactly what is the difference between being paid or employed by and working for? 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 last minute crisis, for the purpose of making your day, as the manager, or for spending those extra few moments of quality time with you, no matter how nice a person you are or how much fun you are to hang out with.

It is not FOR you that employees work, nor is it always for money, but rather for what that money can provide. In truth, none of us works for anyone other than ourselves, and thus we all work with each other. The sooner you are able to recognize this,

verbalize this, and begin to work with the employees that you manage, the sooner they will work with you.” 2004 Contagious Leadership

“Share your expectations, or you will be sharing your feedback, usually on a mistake and how to fix it.” M. Wofford

3. Speaker Suggestion

Are you confident in sharing your leadership message, expectations, desires, and needs with others? Do you have a leadership message, expectations, desires, and business needs? If not, this is where problems can come about.

When speaking or presenting, the first rule of thumb is to have a point. Silly as this may sound, many presenters launch into a seemingly dynamic presentation, that unfortunately has no point.

Think of the goal or your presentation. Is it to motivate? Is it to give direction? Is it to share information? Make this decision first before deciding on your visuals, your handouts, and your delivery techniques. Knowing what your point is puts your audience first, as you define what you want that audience to walk away with from your presentation. Any presentation you do is all about the audience, not all about the speaker. Have a point in your presentations and stay tuned next quarter for the next step in delivering confident presentations. (or you may listen to all three steps on Contagious Confidence the CD set!)

“Knowing what to say is good, knowing when to say it is better, knowing how to say it, is best.” M. Wofford

4. How to Get the Customer to Say WOW!

The Top 10 Things That Every Customer Wants From You.
(Customer = everyone out there! – even employees, bosses, clients, family, etc)

- 1. They want it to cost less money, even if it's already value-priced.**
- 2. They want to it act faster/immediately.**
- 3. They want it to come to them/be delivered.**
- 4. They want it to be replenished/updated/upgraded/replaced automatically and consistently.**
- 5. They want it even before they know it's available or that they even need/want it.**
- 6. They want it pre-customized to fit their unique needs.**

7. They want it to come pre-assembled and ready to run; no instructions or thinking needed.
8. They want to be able to return it with no hassle; a solid/flexible guarantee.
9. They want it to work perfectly and beyond all expectations.
10. They want to feel good about using it/being a customer of yours.

List from www.TOPTEN.org

“Your business is only as good as the people who work with you” M. Wofford

5. TOOL TIME – your update on some of the latest tools available for your development.

Try these **links** when searching for quotations, data, and interesting “nuggets” to spice up your leadership message or presentation.

www.topten.org
www.presentersplus.com
www.businessquotes.com

Books, CDs, and Audios that will improve your skills:

Contagious Leadership (book) by Monica Wofford– on sale and available on www.presentersplus.com, and AMAZON.com. This 210 page book shares the 10 steps to follow to transition from that of a mere manager to a leader. Order from www.presentersplus.com to receive your very own *autographed copy*.

Contagious Leadership (6 CD set) by Monica Wofford – this is the book on steroids with Monica’s “director’s takes and ideas that did not make it into the book, as well as, electronic versions of all the templates in Chapter 10. It truly is a seminar for your car! Available on www.presentersplus.com.

Contagious Confidence – learn how to get rid of “speaker’s panic”, “stage fright”, and that icky feeling that comes over you when asked to speak in public. You can do this and this two CD set can talk you through how to deliver any message you believe in with CONFIDENCE! Available on www.presentersplus.com.

GOALS! By Bryan Tracy - this book will transform how you set goals and thus the percentage of them that you actually achieve. Learn to improve yourself by learning to define what you want and then setting a clear path to get there. Order from AMAZON.com.

6. Book Signing in Orlando

Please join us at Pierre's Wine Cellar in Heathrow, FL on Thursday, May 20 from 5pm – 7pm for a book signing and wine tasting event! This event will include the author, Monica L. Wofford, autograph signings, great wine, and a plethora of wonderful friends and associates. We look forward to seeing you there. Pierre's Wine Cellar is located in the Kinko's and Stonewood Grill shopping center at Lake Mary Blvd and International Parkway, just North of Orlando. Please RSVP to Monica@presentersplus.com. Thank you!

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