

LESSONS IN LEADERSHIP!

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

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“Lead others confidently in ways that serve.”

M. Wofford

A Personal Note to Readers

This has been a season of close calls, buckets of rain, and an outpouring of support from our readers both in and out of our home state of Florida. This month's newsletter was written while I was in Northern California and as I viewed the ocean and the large sequoia trees of this region, I was reminded clearly of the power AND persistence of Mother Nature. The ocean showed the energy she exudes and the trees showed me what years of continual growth can result in.

My wish for you is that you find both the power and persistence to do what you have the gift of doing and what you are passionate about. Success is not convenient and neither are three storms in one 4 week period, but both are possible and CAN happen.

Thank you for all of your concern for our Florida office and your power and persistence!

Monica

“All of life is a journey. The scenario, terrain, and destination are all a result of the path you choose while traveling.”

M. Wofford

1. Leadership Lesson: Praise happens more than once per year and so does good behavior!

The Council of Communication Management produces a survey annually that recently confirmed what many of us know to be true: recognition for a job well done is the top motivator of employee performance over both the short term AND the long term. You did know that, did you not? Or do you still think the big motivator is money? It can be for the short term, but in the long term, it hardly ranks as one of the top five. What many of us do not know about one of the top motivators is that praise and recognition can be low fat, low-cost, and not require a four level chain-of command approval process, which raises and other money issues often do. For our purpose here, praise will be referred to as a more verbal, intangible, and immediate approach. Recognition will be referred to as more tangible, physical and public. An effective leader delivers both, and encourages other members of the team to do both, frequently. Effective leaders also look out for ways in which they are inadvertently rewarding or motivating employees for poor performance or inappropriate behavior, such as spending all of their time with the one problem employee.

People do what they get attention for. Thus even a star employee, seeking recognition or more attention, may begin to perform poorly in order to receive what is seen as special attention paid to those less than stellar employees. They'll do it even if the "special attention" consists entirely of developmental feedback or discipline. (One word of caution about this term feedback, another confusing business word.) This term is often used to mean what should be called "constructive criticism;" this is not what we are talking about here. Recognition and praise are positive in nature, are meant to reaffirm and reinforce, and should be delivered to all employees in the way in which they desire it and as often as the desired actions or behavior occur.

What have you done for those you work with lately?

"Leadership includes being able to confidently convey your message AND the ability to confidently convey who you are." M. Wofford

2. Speaker Suggestions – Do you believe? Your speech is in trouble if you don't!

Believe it or not, what you think about comes across in your face, your eyes, your tone and your body language. Thus, when you don't believe clearly in your message, others can tell. (That is, of course, if they are paying attention and the beauty of much of our culture is that most people are not paying attention most of the time.)

The truth is what you think about comes across and what you say reflects the strength of your conviction and your belief about your message. Are you passionate about what you are saying? Does it show? Even if what you are sharing with others is as exciting as budget numbers, you benefit from believing in what you are saying to others. It lends to consistency, congruency, and downright authenticity. It also lends to your energy level, adrenaline and ability to connect with those that you are talking with.

How exactly does one believe in what you are saying if you are prepping someone else's material or if you are short on time or if you flat out don't believe. If you disagree with your material, my advice is to graciously bow out of presenting it as the lack of belief will be hard to sincerely and credibly "fake". If you simply don't believe in what you are speaking on or training, as of yet, YET being the key word, then ask yourself "How would I say this in my style? What about this can I investigate further and connect with something else I am passionate about?"

Your prep work when working on a speech or presentation should include not only content preparation, but delivery presentation. The degree to which you can investigate a topic and make it your own and believe in it's message directly determines the degree to which you allow your audience an opportunity to see an authentic, credible, and passionate speaker who can connect with his or her audience, perhaps persuading them to believe as much as you do.

To schedule your free consultation for dynamic delivery of your leadership message, contact Monica Wofford at 1-866-382-0121.

"Are you coming or going?... and if you don't know, at the very least, MOVE." M. Wofford

3. Who are your customers? They may be more than who you think...

What exactly is customer service and who exactly are we providing it for? I have often asked audiences of people "Who are your customers?" and the dead silence that is heard after that question scares me. It is as if somewhere along the way, we were told what customer service was and who the customers were, but as industries and work places are changing right before our very eyes, it seems that this once clear parameter of "customers" is now fuzzy. Who are these people?

Let us first address who these people, if they are people, are. Do we believe that they are those people who buy from you? Aren't these people called consumers? What if you don't sell anything? Are they the ones who join your organization? Aren't these people called members? Are they the ones who deposit money into your financial institution? Aren't these the ones called interest income? (okay, okay, seriously now) Or are they the ones who attend your church? But aren't they called parishioners or a congregation? Are they the ones who ride your rides or drive your cars? I thought we called those folks guests. So if they are consumers, members, parishioners, guests, patrons, clients, revenue drivers, or even just plain old customers, do we treat them all the same? Does it really matter what we call them. Well, no, it doesn't. The people with all these labels still need something, still ask for something and still expect or prefer a certain level of quality service from the provider of such service or product or advice or premium.

Now, what if we were to be completely wild and crazy and say that customers are anyone you deal with? Yes, I did say anyone. Everyone and anyone out there is your

customer. And, if you can swallow that, try this one... doesn't that mean that customer service is just the way you are? Hhhmmmmmm...

“Everyone out there is your customer. Therefore customer service is a lifestyle, not a performance you turn on when you arrive at work and off when you arrive at home. Home... is not where you go when you are tired of being nice to people!” M. Wofford

4. LIFE LONG LEARNING RESOURCES

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. Receive your very own *autographed copy* for \$20 plus shipping.

To order your personally autographed copy of Contagious Leadership, click below: <http://www.presentersplus.com> (what a great way to jump start 4th quarter!)
If this link does not activate, go to www.Presentersplus.com and click on resources.

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. Cost \$79.95.

Contagious Confidence (2 CD set) by Monica Wofford– 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. Cost \$49.95.

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