

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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This newsletter contains:

A Personal Note to Readers from Monica...

1. Leadership Lesson Prioritize and balance and be more productive...an excerpt from *Contagious Leadership*, by Monica Wofford, that will help you make the journey from Management to Leadership.

2. Speaker Suggestion – What is it that you believe? And did you know that what you believe is what you speak about? Learn more speaking suggestions from *Contagious Confidence*.

3. Make Millions by WoWing Customers? – And learn how “Wowing” them can become contagious when they wow you with loyalty... *Contagious Customer Service* launches Dec, 2004.

4. Monica's seminars goes public! How to schedule yours.

5. Holiday gifts for the leaders in your life

6. Monica featured in Presentations Magazine! Look for Monica's article “Speaker Notes” in Presentations magazine in the Dec. 2004 issue. To subscribe to Presentations click on this link: www.presentations.com

“Beliefs lead to behaviors which lead to actions, which lead to results. To change results, work on beliefs before behaviors or attitudes.”

M. Wofford

A Personal Note to Readers

Well happy belated boss' day and here's to hoping the election went the way you wished. Both leadership events for me marked special milestones, yet both have now slipped away quickly as the train of time moves toward Thanksgiving. I and others I have spoken with recently seem completely bogged down with things to do and no hope of having enough time to do it in. That is not a fun place to be, yet one where many “overachievers” hang out. I have also listened to Jim Rohn recently who says “Invest life into life and when you play, play hard, when you work, work hard”. The challenge I am finding is that many are working hard, leaving little time for play, and still not getting everything done and feeling worn out at the same time. Thus, this lesson in leadership is

focused on prioritization and balance, two must haves for effective leaders and happy people. Thus, if you (and I) don't have one (uh, a life), now is our chance to work on that effort. Here's to being contagiously happy!

Monica

“It is far more difficult to fake what is on our outside, than to fix what is on our inside.”

M. Wofford

1. Leadership Lesson: If you don't have a life – get one...and you will be more productive at life and at work.

One deceptively small concept that can produce big results is balance. It is a simple word and a fairly simple concept when dealing with weights and a scale, yet much more difficult when the weights are seen as people and the scale is life. Balance can best be described in one sentence, as those who have worked with me can attest. “If you don't have a life, get one.” An employee (and a leader) with a balanced life will be much more interested in enriching the many different sides of work and life. Those without balance will burn out one side, work life or personal life, and be of little use to you, your company and possibly themselves, until they become balanced again. The idea is to maintain consistent balance, schedule it in if you have to.

A woman I worked with would interrupt conference calls to take calls from her children or her loved ones and I always thought it incredibly rude. However, as time passed and I began to believe in the power of relationships and the importance of balance, it became clear what her reasoning was. Now I am not saying go into work tomorrow and alert the crew that you will be interrupting all calls for any of your close friends or loved ones. Her arrangement was agreed upon prior to being hired. What I am saying is that as much time as we spend at work and as much focus and effort as we put into work, why don't we put that much effort into home and personal life? I hear repeatedly, “when I get home, I am out of steam.” How fair is that? Besides which, ask any employee recently who has experienced the magic of being replaced or “freed up for new opportunities” and verify with them that your family and friends will usually be there for you, your company will usually not be over the long term.

If you will work harder on your life than you do on your job, in the words of Jim Rohn, your life and your job will prosper. What are you doing this week to make small changes to your balancing act? Those who love you and those who report to you will appreciate the positive effects this will have on you. Just remember to give them time if you have been out of balance for a while.

...an excerpt from Contagious Leadership, by Monica Wofford, that will help you make the journey from Management to Leadership.

“Q: What comes first, food or rent? A: Neither. What comes first is the belief that you deserve them in abundance followed by the deepest desire to do whatever it takes to make that happen, followed by the sense to be grateful when they come.”

M. Wofford

2. Speaker Suggestions – What is it that you believe?

We saw extreme confidence earlier this month exhibited by two people who believed in what they were saying. Do you have that kind of confidence? The absolute passion behind your message and what you believe? Some would say that what sets leaders apart is those who lead (and speak) confidently and those who do not. Confidence gains greater followers, greater results, and a stronger presence, but doesn't it start with believing you are confident? And before that doesn't it begin with believing you deserve to be confident? Sure.

However, it is more global than that. You have three belief systems you adhere to that drive your confidence about almost anything, including speaking. Those three belief systems are:

1) The way you are supposed to look and behave. You believe there is a certain look and behavior you should have as a person, a parent, a leader, an employee, and a speaker. Go look in the mirror. Do you look like you believe you should? Does that answer, based on a belief, ever mess with your day?

2) The way others are supposed to look and behave. People-watching proves this one exists. Look around, do you hear yourself saying certain people shouldn't act this way or that way?

3) The way the world is supposed to look and behave. You have beliefs about the world of work, relationships, parenting, bosses, leadership, customer service, and attitude, and so on. What is scary is what we tend to do if something doesn't do or say what we believe it should. Speaking, however, becomes much easier when we speak what we believe.

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

“Confidence is doing what you believe is right, not just what you believe will produce results.” M. Wofford

3. Make Millions by WoWing Customers? – And learn how “Wowing” them can become contagious when they wow you with loyalty...

This month's issue of Entrepreneur magazine features many millionaires and their secrets. This caught my attention, but even more so was the couple who ran a warehouse for Internet shopping fulfillment. Their millionaire secret to their current \$5-\$7 million revenue was to give the customers WOW service. This is not new news, but why do so many insist on determining who is right and whose wrong, or explaining to a customer at length why what they are experiencing can't be happening. How is it that businesses still do not get the simplistic thought that absolute WOW customer service will create

absolute WOW customer loyalty. Here are five ways you can WOW'em and stay ahead of your competition.

1. Remember the little things about your customer, even if it is with the help of a database. The salesperson at the jewelry store that I visit on occasion never fails to remember my name and what was going on in my life at the time of my last visit. (Of course she also walks out from behind her computer before greeting me at the counter)
2. Listen, no matter what, without interrupting – even if interrupting is how conversations are conducted in your family.
3. Give the benefit of the doubt, ALWAYS. Those who take advantage of you will not cost you as much as those who feel you don't care about their problems.
4. Speak as if you are talking to a dear sweet loved one. Assuage their concerns and fears, listen to their compliments and complaints, and thank them for visiting.
5. Treat your customers better every time you see them. Do what you say you will so that they come back. Do everything you can for them so that they DO come back. Leave them with the feeling that you can't wait until they return.

“Customers need, want, and deserve your service. Period.” M. Wofford

4. Monica's seminars go public! How to schedule yours...

Monica will take her Contagious Leadership seminars public in the Orlando area in February and March of 2005. This will be a great opportunity for you to take a jaunt down to sunny Florida during the chilly winter months all while improving your professional development. Precise date, locations, and ticket prices are to be determined. Seminars will run from 9-4pm. Don't miss this opportunity to learn how to be a **Contagious Leader** and bring others with you to share in the fun (and learning!)

**TO INQUIRE ABOUT TICKETS OR TO BOOK MONICA AS YOUR NEXT
SPEAKER OR TRAINER, CONTACT CAMILLE AT 480-357-7622.**

5. Holiday gifts for the leaders in your life!

LEADERSHIP HOLIDAY POWER PACK This package is perfect for the holidays and comes in one powerful holiday gift box.! In it you will find *Contagious Leadership* the Book, *Contagious Leadership* the 6-CD set, and a very special coffee mug to remind leaders first thing in the morning, just what is important. (The mug reads, “CAREFUL my leadership skills are contagious!” It is the perfect gift for the leaders in your life and for you and the team to let them know you care.

Get yours for \$95.99!! (orders must be placed by Dec. 15 to arrive in time for the holiday) Orders may be placed by phone (1-866-382-0121) or by emailing Monica@presentersplus.com.

Contagious Leadership (book) by Monica Wofford– available on www.presentersplus.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.

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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