

## LESSONS IN LEADERSHIP!

Welcome to **Lessons in Leadership!** This newsletter has been sent to you by **Monica L. Wofford**, speaker, author, trainer and owner of PresentersPlus, Inc.

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This newsletter contains:

### **A Personal Note to Readers from Monica...**

**1. Leadership Lesson: Learn, Lead, and then Listen...**...an excerpt from *Contagious Leadership*, by Monica Wofford, that will help you make the journey from Management to Leadership.

**2. Speaker Suggestion: Do you really think it has to be perfect? How about we take the pressure off?** Featured in the December issue of *Presentations Magazine*, Monica will share her thoughts on how to just be you and speak at the same time. Learn more speaking suggestions from *Contagious Confidence*.

**3. What does a WOW really cost?** – Learn the difference between an extra mile and an extra inch and what difference they can make to your customers... an excerpt from *Contagious Customer Service*

### **4. CONTAGIOUS LEADERSHIP SEMINAR IN ORLANDO!**

**Tuesday, March 8, 2005 – Tickets are now available!**

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**“Sometimes you’re the statue and sometimes you are the pigeon’. The very best part of either is that you always get to choose each and every day which one you want to be.”**

**M. Wofford**

**(Editorializing on a sign in a former co-worker’s cubicle)**

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### **A Personal Note to Readers...**

That is the cool part, indeed. Every day we get to choose, every year we get to choose and thus what new choices are you going to make this year? The same ones you made last year or something new? You do know the definition of insanity is “doing the same things over and over again and expecting different results” right? Many of the people I have seen say Happy New Year are not doing anything NEW and isn’t that part of the gift of having a NEW anything? One gets to start over or fresh or with a clean slate. Oh, and by the way – Happy New Year to you – said in the hope that you will take this year to make what you have already done well even better; that you will take the time to make new and better decisions, learn new and better ways of doing things, and find new time to spend with those closest to you. I’ll give you an example, this year we are

doing something new – public seminars. It isn't new to the world, but it will be a new great experience and opportunity for those on this team.

We all get a choice to begin anew, every day in fact, but this time of the year, it is the New Year that gets all the attention. So much so that by the time the new year actually gets here, it is almost anti-climactic! Take a moment and reflect on what was in 2004 and what you choose to make different, new, bigger, or better in 2005! This could be the year that makes all the difference in your life!

*Monica*

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**“Choices are easy. It is the consequences that can sometimes be a bummer.”**

**M. Wofford**

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## **1. Leadership Lesson: Learn, Lead, then Listen**

Leaders listen; most managers make responses. The best communicators realize that one has two ears and one mouth for a reason. That ratio should mean that we utilize the ears twice as much as the mouth. I personally think some people have those backwards as they seem to talk incessantly without really listening to the responses, or they talk to themselves while someone else is talking so that the perfect response is already crafted and ready the moment the person stops speaking.

You can continue to do that, but I promise you will miss most of the message that the sender is trying to tell you. Much like speaking clearly, and setting the example, there are ways to listen better and more effectively; the point of both is to have a productive and effective transference of the message from the sender to the receiver, whoever he or she may be, or to suffer the consequences of failing to hear the sender's message.

In order to facilitate effective listening I have found it most helpful to follow these 10 guidelines.

- 1. Listen to the words the person uses.*
- 2. Listen for communication style.*
- 3. Note general personality and mood.*
- 4. Observe their and your body language.*
- 5. Position yourself in front of other person; mirror body positioning*
- 6. Make eye contact.*
- 7. Focus and keep your mind here.*
- 8. Avoid as much noise as possible.*
- 9. Take a breath before speaking.*
- 10. Speak to the person using words similar in pace, tone, pitch and style, to his own.*

...an excerpt from *Contagious Leadership*, by Monica Wofford, that will help you make the journey from *Management to Leadership*. Learn more at our Orlando seminar on March 8. For tickets, call Monica at 1-866-382-0121.

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“Always listen to what is being said; pay close attention to what is being expressed through feelings; yet never lose sight for a moment of what is *NOT* being said that you *SHOULD* be hearing.”

M. Wofford

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## **2. Speaker Suggestions – Do you really think it has to be perfect? How about we take the pressure off?**

We have all seen the speakers with perfect gestures, perfect hair and perfect timing. We may have worked with trainers who promise to teach you gestures and presentation skills with finesse and poise. Remember the saying “nobody’s perfect”? If that is true for your audience wouldn’t that also be true for you as a presenter? The answer is yes! Your audience expects humanity and imperfections, not a flawless “Super-Speaker”. Successful and presenters make a connection with their audience. They make mistakes, laugh at their imperfections, and even tell stories of their blunders so that the audience can connect with a real person.

If you want to be “Super-Speaker”, go out and get the cape and big “S” emblem for your chest. Keep your distance and lead your learners to believe you are the picture of perfection. Don’t be alarmed if they fail to subscribe to what you present and lack motivation to follow your recommended actions or behavior changes. Perfection is unattainable and so are the actions of a “so-called” perfect “Super-Speaker”. Choose to show them your humanity and they will follow you. These three steps will put you in place to lead them.

### **1. Learn to Laugh at Yourself**

No amount of preparedness will eliminate your ability to goof up. Spare wireless remote batteries will not keep you from tripping over the carpet. Go ahead trip, and then laugh. Call it a blonde moment and laugh. Follow your PowerPoint with precision and when your computer takes on a mind of its own, laugh. Build the mistake into your presentation as a learning point for dealing with the unexpected or handling negativity, but laugh, instead of panic. Mistakes happen and he who maintains a sense of humor, maintains control over the situation.

### **2. Be Natural**

I tell every speaker I consult with to “be natural and be you”. Use the gestures you would use in a one-on-one conversation. Use your own speaking and movement style, as opposed to someone else’s. The audience can tell when you are emulating someone rather than just being yourself and being comfortable in your own skin and style. Talk to individuals with your eyes and face. You would never look at someone’s forehead or imagine them naked if you were just chatting casually.

### **3. Use connectors**

Skilled speakers pause almost as much as they speak, so pause. No, I mean really pause, for an entire breath or even two. Then take the audience with you as you survey the

entire room in silence. A pause works best after a point or a question to your audience. Make a point, and then pause. The audience will connect with you in the time allowed to absorb your point.

The whole point of presenting anything is to connect with your audience and provide them the information they requested or you promised!

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

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**“You can be perfect. Just choose when that is going to be and for how long then do it perfectly and get over it.”**

**M. Wofford**

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**3. What does a WOW really cost?** – What is the difference between an extra mile and an extra inch and what difference they can make to your customers?

How much better than your competition do you really have to be for customers to see you as being better? You have, of course, heard the old adage “you have to go the extra mile.” Right? My firm belief is that you really don’t even have to go that far. In fact, I’ll go ahead and say it. The whole extra mile concept is bologna.

Try this: hold both hands up in front of you, palms down, parallel to the floor, with your finger tips facing each other. Now put one hand on top of the other as if you were demonstrating where you are and where the competition is, as if they were miles apart. Now, hold one hand right on top of the other. Isn’t it true the upper hand is really where you need to be, in fact, isn’t that all you will need to have – the upper hand. That position only requires that you are less than an inch, figuratively, above the competitor in product, service, reliability, or any of the above.

Have you ever tried to walk a whole mile? I have and it’s not bad, but don’t ask me to run it. That is a whole different story. However, I can run, walk, skip, or sprint an inch and so can you. So can all those people you work with. The trick is in finding the inch that makes the biggest difference, or rather the inch that makes the customer believe you have beat the competition by a mile. Is it showing up when you say you will? Is it letting a customer come in five minutes early instead of stand outside the door staring at you? Is it researching an issue for a customer right then instead of transferring them to voicemail?

What are the little things that you hear your customer complain about that if done differently would make a world of difference in how he or she perceives your business? What are all the little inches that you could do to make that mile of difference?

*...an excerpt from Contagious Customer Service, by Monica Wofford. Learn more at our Orlando seminar on March 8. For tickets, call Monica at 1-866-382-0121.*

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“If people treated customers like their family, we would have a much worse customer service epidemic in this country. However, if people treated customers like a prospective date, we would have no issues.”

M. Wofford

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#### **4. CONTAGIOUS LEADERSHIP SEMINAR IN ORLANDO!**

**YOU WILL WANT TO BE AT THIS PROFESSIONAL DEVELOPMENT EVENT! Monica will conduct a Contagious Leadership seminar LIVE in Orlando.**

**You will learn how to:**

- transform those you work with (even your boss!)
- convey your message clearly to those that report to you!
- avoid conflict and trips to HR over petty disagreements!
- provide the praise that motivates people and requires no budget reform!
- Build loyalty, respect and trust from and for those you work with!

**Date: March 8, 2005**

**Time: 9-4 PM**

**Location: Sheraton World Resort in Orlando (I-drive)**

**Ticket prices: \$499 for reserved seating and included lunch**

**\$399 for open seating and lunch on own**

***Tickets will sell out! Order yours soon!***

**TO ORDER TICKETS CONTACT**

**CAMILLE AT 480-357-7622 OR MONICA AT 1-866-382-0121.**

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#### **5. Resources for the new leader in YOU!**

Wow – the holidays are over and if many of you are like me, you bought lots for others and little for you. Now is the time to look to your future and what kind of NEW things you want to work on or NEW skills you want to develop in 2005. The

below are helpful resources for you and your organization. To order, go to [www.presentersplus.com](http://www.presentersplus.com). For libraries and packages for your organization, please contact [monica@presentersplus.com](mailto:monica@presentersplus.com) for pricing.

*Contagious Leadership* (book) by Monica Wofford–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! 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! Cost \$49.95.

All three may be purchased as a packaged set. Great gift of resources for new bosses.

Click here to place your order: <http://www.presentersplus.com/resources.php#top>

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