



**Create Contagious LEADERSHIP and  
Contagious CUSTOMER SERVICE  
With  
LESSONS IN LEADERSHIP  
And  
Monica L. Wofford**

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This newsletter contains:

- 1. A Personal Note from Monica**
- 2. Leadership Lesson: Be clear on your expectations and they will be clear in their work** an excerpt that should have been in *Contagious Leadership*, by Monica L. Wofford, that will help you make the journey from Management to Leadership.
- 3. Speaker Suggestion: See your success...** an exercise in visualization that just may make the butterflies fly in formation. Learn more speaking suggestions from *Contagious Confidence*, by Monica L. Wofford.
- 4. Contagious Customer Service: A customer is a customer is a customer, right? Oh no...** an excerpt from *Contagious Customer Service* by Monica L. Wofford
- 5. New TOOLS to ADD to your TOOL KIT! (FREE T-SHIRTS!)**

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**“Inspect what you expect’ and be very clear about those expectations or you may be inspecting less than you were expecting.”**

*Monica L. Wofford*

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**1. A Personal Note from Monica**

Life is good! And truth is, it always is, it’s just about your perspective. Recently, I have been on a cruise ship conducting training for a delightful Canadian group of friends and clients. It has been rewarding and transforming for their leadership team and customer service efforts, yet a clear reminder for me about how much people truly make the difference.

The service on the cruise was impeccable. It was all about the people. The training classes we conducted were fun and made a difference. They were all about the people. The Contagious Customer Service philosophy that I shared with the client gave them new perspective on who the customer is. It is all about the people.

Life is all about the people and the connection and the rapport and relationship and if you let it happen, instead of making it happen, these relationships seem to form easily. Are you letting it be all about the people or all about the work? The people will bring you the work. Are you letting it be all about your customer or all about the business? The customer will bring you the business. Are you letting it be all about relationships or all about results? The relationships will help you to achieve the results.

In leadership, in customer service, in addressing an audience, and in life, it really is all about the people.

*Monica*

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**“Expectations are a little like wishes, you can have as many as you like, yet without effort, neither are gonna happen!”**

*Monica L. Wofford*

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## **2. Leadership Lesson: Be clear on your expectations and they will be clear in their work**

In last month’s issue we worked on Delegation. One key to successful delegation is to clearly define and communicate your expectations. Yet just how do you convey your expectations and what should they be? We have all heard the message Keep It Simple and I agree with the philosophy, yet is it enough? It might be, but simple is not the priority, I believe IMPACTFUL is.

The greatest managers believe that if you expect the best from people, then more often than not the best is what you get. What do you expect from the employees who report to you? Have you shared your expectations with them? Do you expect them to grow? You may be interested in the growth, but have you told them so? Do they know in what way you expect them to grow?

Many years ago I decided one signature characteristic of mine would be the sharing of clear expectations for each person who reported to me. As this is often neglected and employees spend time wondering what is expected of them, much like I did often, a great many benefits come about by helping people get clear on what you expect. And, if you are the one who is not clear, then ask your leader to help you understand what he or she expects of you. It may not be as much as you think, it may be more, but it will certainly be clearer if you ask rather than assume. Here were mine, until such time when you can find out or create yours. Feel free to borrow them and look for further explanation over the next few newsletters.

### **Monica’s Three expectations**

1. Engage in Active Learning
2. Feedback and Follow Through
3. Balance

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

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**“Picture yourself being a success and your chances are much better that you will be.”**

*Monica L. Wofford*

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## **3. Speaker Suggestion: See your success...**

She was nervous to the point of saying she was “About to throw up” and asked if I could help. Once I figured what she wanted help with, as I am not talented in preventing nausea, I asked when her presentation was. She was to address 53 of her peers in 15 minutes at the annual convention for her company’s retail managers. We assessed the time we had to work and got to work with a few simple questions:

1. Do you know your content well? Her answer was yes.
2. Does your audience know what you are supposed to say? Her answer was no.
3. Do you have notes? Her answer was yes.
4. Do you have supporters in the audience? Her answer was yes.

These same questions will serve you well when you are speaking and feel the flight of butterflies trying to make their way out into the world. Ask yourself these four and then take action.

1. If you know your content well, then speak to one person at a time making eye contact with that one person. You will feel as if you are having a conversation with one person instead of many. (this does not apply if your audience is over 100 people) Knowing your content will allow you to be more conversational and less forced. It is usually not a good idea to memorize content as it cuts down on your ability to be real with your audience.
2. Your audience does not know what you do not know. Period. Do not apologize for missed words or mistakes as you are the only one who knows you have made a mistake.
3. If you have notes, as you will hear in Contagious Confidence, make them large enough to read (14pt font and double spaced) at a distance, try not to carry them with you, but leave them on a table or lectern if needed. Finally, just having them will give you security and often eliminate your need to read them, particularly if you have written them by hand before typing them up.
4. If you have supporters this will give you people to look when you desire more comfort or more laughter or moral support.

Finally, I shared with our soon-to-be-speaker a simple request. I asked her if she could see the audience applaud and smiling? I shared with her that they want you to succeed and are on your side and to visualize them as an audience who is anything different only serves to bring fear, not reality. Most audiences want a speaker to do well, otherwise they felt embarrassed for them. Visualize doing well and the audience being pleased. Even if it doesn't change the audience behavior, it will give you a different mindset and a more positive feeling, which will come out in your presentation style and quite possibly, WILL CHANGE the audience reaction. See your success...

P.S. Her presentation went better than expected. The audience asked many questions and was kind and attentive. She was pleased with her result and as you may have guessed – really glad it was over, but also glad it went so well.

Have Monica work with you for your next presentation! Call or email at 1-866-382-0121 or [Monica@presentersplus.com](mailto:Monica@presentersplus.com)

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**“People are people. Period. Yet, why is it that many Human Resources departments forget the human factor that all people possess?”**

*Monica L. Wofford*

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## 1. Contagious Customer Service: A customer is a customer is a customer, right? Oh no...

Business is about numbers. Customer Service is about business. Now wait a minute! Is that true? Well, yes and no. Business in the commonly used form is about numbers. Customer

Service is done for the sake of well, more business, but what if I told you there were other reasons to provide good customer service? (No, no, let's make that Contagious Customer Service!)

I am not aware of many organizations who truly provide customer service as a purely altruistic measure. This does not mean that they don't exist, it merely means I have not found them yet. In fact, not even the local religious institution upholds that noble a cause. Yes, it is true, and meant in the most respectful manner. The fact is that we offer customer service and even exceptionally contagious customer service for two reasons:

1. To allow the customer to have a pleasant experience during his or her time in our establishment, whether it is a hospital, tax office, floral shop, grocery store, or car dealership
2. To entice the customer to return to our establishment over and over and over again.

However, I am going to add a third reason that I believe must be a part of the Contagious Customer Service equation and that is 3) **IT IS THE RIGHT THING TO DO WITH EACH AND EVERY PERSON** because each and every person deserves to be treated with kindness, courtesy, respect, and honor as a person. Period. Do I need to repeat it or can you at least go with me on this one?

The customer is not just the customer, who is just the customer, who is just the customer. They are the people who live in your family, the people who work in your business, the people who volunteer to support your cause, the people who you share your life with. Simply put they are people. Not human resources, not human capital, not units of productivity, or factors to consider in our business model calculation. They are people and if we remember to treat them as such, chances are good we will find they bring their friends and come back again and again and again.

...an excerpt from *Contagious Customer Service*, by Monica L. Wofford. Order an autographed copy of Monica's latest book at [www.presentersplus.com](http://www.presentersplus.com) or by calling Monica at 1-866-382-0121.

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"Life long learning begins when you are born and ends when you die. You never stop learning and if you do, many would say you stop living."  
Monica L. Wofford  
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#### 4. Add New Tools To Your Tool Kit!

Order copies of **Contagious Leadership**, **Contagious Customer Service** or **Contagious Confidence** for your school, company, organization and all those **new grads** and future leaders in your life!

Go to [www.presentersplus.com](http://www.presentersplus.com) or call 1-866-382-0121.

**When you invest in a package of resources you will also receive your very own FREE "CAUTION My Skills are Contagious!" T-shirt! Mention in the special shipping instructions your preferred size (S-XXL) and you, too can be a part of the Contagious movement!**

***Contagious Quotations (book)*** – by Monica Wofford – This delightful book shows and shares some of what Monica thinks. She also gives you permission to borrow with pride and use

these thoughts for yourself. Learn to succinctly convey the message behind Contagious Leadership, Contagious Customer Service, and Contagious Confidence. **Coming May 15, 2005!**

**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* OR get one for all the future leaders in your life and work.

**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!

**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!

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