



LESSONS IN LEADERSHIP

The Keys to Being Contagious in Life and Leadership
by
Monica L. Wofford

June 29, 2005

This newsletter contains:

1. **A Personal Note from Monica**
2. **Contagious Leadership Lesson: Be the Leader in Your Life...** an excerpt from Monica's most recent leadership course curriculum that will help you make the journey from Management to Leadership... of your LIFE.
3. **Contagious Customer Service Step: Survey Your Customer and See What You Might Be Missing...**an excerpt from the *Contagious Customer Service* curriculum that will change the way you do business and how your customers spend money in your business.
4. **Contagious Confidence Speaker Suggestion: Communication is Not About What Comes Out of Your Mouth, It's About what comes back!** Learn to convey your leadership or service message in a powerful, yet effective way to those you lead and work with. Monica calls it having Contagious Confidence and can teach you how to have it.
5. **Contagious Online Coaching Tools**

“It is the days when I feel as if I have accomplished nothing that I realize I accomplished something I couldn't check off my list, learning. That tends to take longer than the five minutes I allot for it.”

Monica L. Wofford

1. A Personal Note from Monica

I think I have shared with many of you that the newsletter would be out any day now for the last month! Amazing what a little learning curve and technology can do to one's schedule. You have never had to deal with the peaks and valleys of changing technology have you? He-he-he! Here is what I have been up to that has taken so long; it's pretty exciting and I thought you might like to know what the heck the hold up has been!

- changed website name to www.monicawofford.com (check it out – very new cool stuff for you!)
- changed email to Monica@monicawofford.com (make a note in your records)
- added a newsletter sign up on the website
- automated entire newsletter process so that it will go out in a more timely and on a more frequent basis
- added a new coaching program for all of you looking to be better leaders at work and in life
- added special reports to the website for your viewing and reference
- wrote a second book called Contagious Quotations
- put finishing touches on a New Contagious Leadership training DVD
- scheduled next Contagious Leadership seminar in Orlando, October 2005, location TBD
- redesigned all of my marketing materials to reflect new image and contagious brand
- packaged books together specifically for book stores
- created new website: www.Createcontagiousleadership.com
- created a blog for your postings: <http://monicawofford.blogspot.com/>
- stretched out by the pool and enjoyed a box of bon-bons

(oh, wait I wasn't supposed to tell you that - HA!)

Needless to say, a lot has been going on, yet it is all in the right direction. I go back to what many mentors have taught me: the universe rewards action. It, wherever and whatever it is, will tell you when you are going in the wrong, as well as right direction. Of course, the universe's feedback is valuable, but so is yours. Check out the

new site, the new stuff, the new look, and let me know your feedback, even post a blog comment! It would be great to hear from you!

Monica

“You can be the leader at the office, yet you can also lead the community, your kids, your spouse and most importantly, yourself, to great things!

Monica L. Wofford

2. Contagious Leadership Lesson: Be the Leader in Your Life...

Many of you have heard me ask a silly question and that is “Do you have a life”? Now, silly as that may sound, if you have not been able to say with confidence pretty quickly that yes, you do have a life, then it may be time to do serious investimagatin’ (yes, work with me here on the phonetic spelling) about what exactly you do have. Someone told me recently a profound statement “No one will read your resume at your funeral”. I’m sorry, but that one stuck with me far longer than no one will put your workplace on your tombstone. I have in fact, been to a few funerals lately and that person was right, no resumes were whipped out or even referred to.

What are you doing to lead your life in the direction that you want it to be headed a year from now, five years from now, ten years from now. If you want to lead your life in a direction of wealth, yet insist on buying all the latest greatest gadgets in lieu of saving, then guess what, you are leading your life in a different direction than what you say you want. Perhaps that is key to being the leader in your life: figuring out exactly what that direction is that you want. Try these thoughts:

- 1.** Imagine what exactly you would like to be doing in one year.
- 2.** See yourself doing that clearly
- 3.** See once you are doing that, what would have had to have happened to get you there.
- 4.** Make that list and work your way backwards.

If you don’t know exactly what you want, or if your life is temporarily out of balance due to a focus on school or young family or elderly parent, then realize that this is the status you are in now and look to the future, while enjoying the mayhem of right here, right now. Leaders look at big pictures, long term visions, and the mind sets that they have in and toward both. You have to be the leader of your own life before you lead others and taking the time to figure out just where you want to lead yourself might be the next step for you to take.

...an excerpt from Contagious Leadership: Be the Leader in Your Own Life seminar curriculum, by Monica Wofford, that will help determine where to go and how to get there in your own life. To talk with Monica directly or to gain information about having Monica speak to and train your organization, feel free to call 1-866-382-0121 or email Monica at Monica@monicawofford.com.

“Admitting that you have days when you get up and don’t feel like leading doesn’t make you a bad leader, it makes you a good human.”

Monica L. Wofford

3. Contagious Customer Service Step: Survey Your Customer and See What You Might Be Missing...

Have you ever walked into an establishment, found someone who could actually help you and then just as you got the first three words of what you were looking for out of your mouth, he was off and running saying “Oh, yeah, that’s over here”. As you follow along behind him, you wonder how this person could have such marvelous telepathy skills and read your mind rather than listen to the rest of your sentence. Though when you

catch up to marathon salesperson man, you discover this is not the case, no telepathy involved, in fact, no listening involved either, just a bad case of assumptions that made him and you stand in the wrong aisle, looking at something other than what you needed, and of course, you beginning once again to make your request. Been there?

How many times have we assumed (and we all know from experience usually, what happens when you assume much of anything) that we clearly heard our customer and then been wrong? You may only count those times when the customer told you “No, what I actually meant was X”. What about all those times when the customer merely voted with his or her feet and left without telling you why. How many times have your repeated that? If you sell a product or service and you miss the mark, you miss the sale. If you provide a product or service and you miss the mark, you miss the respect and credibility from your customer and possibly a future request. If you are talking about customers at home, as yes, everyone out there is your customer (home and work people included), and you miss the mark, you might miss a marriage, a chance to deepen a relationship, or any number of other things.

Does it really take that long to listen? No, not really. It ‘s the habit we have of talking that gets in the way. In fact, I have an entire 4 year degree in Speech. Four years of how to talk to people and not a one of these classes ever taught me how to shut up! Try it sometime, survey your customer (fancy word for ask them questions) to find out what they really want out of you, your business, your family, your ability to provide a service or product that he or she needs... and then stop, breathe, wait, don’t speak, breathe again, bite your lip if you have to... and listen to the answer.

If you ask and don’t listen, they why bother asking?

an excerpt from the *Contagious Customer Service* curriculum that will change the way you do business and how your customers spend money in your business.

Do you have customers? Are they catching on to you and your business as much as you would like? Preview Monica’s Contagious Customer Service class curriculum on line at www.monicawofford.com. To speak with her directly about working with your organization to better your customer relationships, just give her a call at 1-866-382-0121 or email her at Monica@monicawofford.com.

“When you listen to what people say, you get some of the message. When you listen to what people want that they don’t say, you see things much more clearly?”

Monica L. Wofford

4. Contagious Confidence Speaker Suggestion: Communication is Not About What Comes Out of Your Mouth, It’s About what comes back!

Have you ever done this: you thought something in your mind and it was crystal clear in your head, yet when you said it aloud, something happened to the message and it was as if aliens had intercepted the part of your head between your brain and your mouth? When I first began speaking this would happen to me a lot. I knew the idea I was trying to convey. I knew the thought I had in my head, but I would have the hardest time getting to come out sounding the same and then of course, I would wonder why people were so silly and not getting what I was telling them! The nerve. Oh, well, communication my friends is not about what is in your head, it is far more about what comes out of the person to whom you are talking’s mouth. (go with me on the grammar in that sentence.)

I spoke with a woman just yesterday who told me over and over how she just couldn’t understand why **her** (and you know how damaging that kind of language can be!) **team** just couldn’t get it; why they just couldn’t understand that what she kept telling them about potential revenue and the way they should run their business. She got so tired of repeating herself. And, well about the fifth time she interrupted me to talk more about herself and why they just didn’t listen to her, I began to see where the break down might have been. I

think she believed that if she said it often enough and loud enough and repeatedly that the message would stick. Yet what happened instead is I began to nod and smile and not contribute and rather tune out what she was saying. Not a very nice thing to do, but a protection mechanism that I had to employ and she was diligent in talking about only her.

Watch what people do around you and realize that your communication must be tailored and molded to the person to whom you are talking if you want your message to be sent, sealed, understood, and translated in the way in which you intended. Even with that, you have no guarantee, so watch what you get back for signs of break down. Try to use words that you hear the other person use. Try to speak in a similar pace, manner, and style, without mocking him or her. Try to pick up on his or her decision making speed – fast or slow – outspoken or more timid and quiet – these will help you better determine how to share the message. Slow decision makers who are more timid will not give you a yes or no answer any more than someone who doesn't speak English will understand you better if you speak English LOUDER! Pay attention to the other person to see if your message got across. Their response will be far more telling than your own interpretation of what you thought the message sounded like.

...an excerpt from *Contagious Confidence: A Course on Conveying Your Leadership Message with Power and Poise*. To speak directly with Monica on public speaking or presentation skills, and her one on one coaching program to improve your skills, contact her directly at Monica@monicawofford.com or give her a call at 1-866-382-0121.

“What did you say? I said I can't hear you. Oh, I thought you said you couldn't hear me. Glad I don't have to repeat myself. As I was saying... What did you say? I said I can't hear you. Oh, good, that's what I thought. You know, it is a wonder that we communicate at all isn't it.”

Monica L. Wofford

5. Contagious Online Coaching Tools

Check out the new website for all kinds of ways to increase your ability to lead your own life, practice skills that you wish were better, or help others with a gift of knowledge.

New Editions to the tools available to you include:

- 1.** Special Reports on Leadership and Customers Service (free with Coaching program)
- 2.** Online Coaching Program to help you be a better leader
- 3.** Free Newsletter sign up on the web
- 4.** “Caution, My Skills Are Contagious” T-Shirts! Think of message it would send if your whole office had a Contagious day!

If you have other ideas for tools that you wish were there, please drop me a note. I would love to hear from a future Contagious Leader on what they to be even better and better. Monica@monicawofford.com is the best way to reach me.

To subscribe or join this list, click here

<http://www.monicawofford.com/newsletter-signup.php>

You have been added to this newsletter list by request or by special invitation. If you have been added to this list in error or wish to unsubscribe, please accept our apologies and send a quick note to

unsubscribe@monicawofford.com