



LESSONS IN LEADERSHIP

The Keys to Being Contagious in Life and Leadership

by
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“You can be positively contagious and others will catch on to you and what you are saying. Then what you want has a chance of being heard.”

Monica L. Wofford

1. A Personal Note from Monica

Happy July everyone! It is an incredible summer time of fun and play and work and reflection. That's right, reflection. The mid-year point is here and I'm wondering how you have done so far? Are you where you want to be? Still remember the goals of January? How are you doing leading your own life to where you want it to go?

Many of us ask for advice from loved ones, mentors, or friends, on where we should go in life. Some of them tell us exactly where we should go, and even still more are telling us what they think we should hear, etc. What if you could hire a coach? Someone who would guide you through goals, motivate you when needed, and give you knowledge from an objective stand point of what others have done who are successful and how that would apply to you? That would be pretty cool and actually something I have sought out for years.

Well here is what I have done to fulfill the need I keep seeing out there and that people keep asking me about. Many people want to be the leader in their lives and don't know how or get busy or can't afford to hire someone full time to follow them around. I have developed an online coaching program for you that solves each of those challenges. It's less than \$25 bucks a month and it's all done via computer, with access to phone calls if you choose. There are interviews compiled from experts around the country on life, attitude, team work, business issues, and a whole host of other topics. It will help you be a better leader in your office, but more importantly it will also help you be a better leader in your life. To sign up for the coaching program today, go to www.monicawofford.com and click on the coaching box on the left side.

Don't wait until January to reevaluate where you are going and have been. Get a jump on things, begin in July and begin looking at the areas in which investing in you would really pay off. I look forward to working with you as your coach, your guide, and as always, your Contagious Leader.

Monica

“Why take your cues from when everyone else does it? By then you are behind and someone else is working on a bigger, better way to improve upon the way you are following. Be a leader, chart your own path and make your own course. You may find others following the way you do it.”

Monica L. Wofford

2. Contagious Leadership Lesson: Average just doesn't cut it

It's funny to me; leaders often have to make decisions that make them the not so favorite person on the playground. They often choose to work longer, stay later, watch less TV and do more reading or research than your average person. Yet average is what many are measured against.

Here is what I mean. Recently, I heard my fellow speaker friend Terry Brock tell an audience that “Rich people read books, poor people watch TV.” I have also heard that the average TV watching time is 6 hours per day per person in the good ole US of A. Wow! Do you want to be average? Or would you rather be rich (financially or mentally) and filled with positive thoughts, instead of the drama and negativity on TV? I'm not saying don't ever turn that button to the on position, but I am saying stop being just average and make some leadership decisions about what YOU want as opposed to what the average person has.

Average people do not live in multi-million dollar mansions. Average people do not win Nobel peace prizes. Average people do not make tough decisions like working instead of raising a family and staying single instead of being a contestant on the “American Bachelorette”. Average people do not do things just because others do. They do what they need to do to be successful in life, career, and dreams. Average people do not do average stuff. Leaders are not average people. They may make out of the ordinary decisions. They may decide to get up in the morning look themselves in the mirror, without CNN playing in the background and say “You ROCK!” to preserve their attitude.

Being the leader in your life doesn't mean be average. It means be you, maybe even be the you that you were supposed to, whoever wrote those rules for you. Be you in your own way. Stop trying to keep up with Jones's and start trying to keep up with your own dreams and desires. Or here is an idea, have some dreams and desires and if you have to create them, make sure they are yours and not someone else's. Being successful, in whatever way that is expressed for you, isn't easy. Being non-average isn't easy. Being a leader isn't easy. Acting normal, my friends is easy, just read People magazine, stare at the Enquirer, follow all the nightly primetime sitcoms, ignore the complicated Wall Street Journal, eat fast food daily, be rude to blue collar workers because they are blue collar and you have some modicum of success, and speak your mind on things about which you have no evidence or basis of fact, merely opinion. That my friend, is the easy road, and frankly won't lead you very far, except maybe to the top of the average pile. Be an exceptional leader and the best exceptional you that will lead your life that you can be!

...an excerpt from Contagious Leadership: Be the Leader in Your Life, by Monica Wofford, that will help you lead your life in ways that get you where you want to go. To learn more about Monica and the training she can provide for your organization, please feel free to email her at Monica@monicawofford.com or call directly at 1-866-382-0121.

“Lead, follow or get off the bus that is headed for success and find the one that says average person with little or no direction: tickets sold here.”

Monica L. Wofford

3. Contagious Customer Service Step: Aren't you your own customer?

How do you provide customer service in your business to the person that is your best customer? Do you know all that you could possibly know about him or her? Do you make special efforts on his or her special occasions, birthdays, anniversaries, and so on? Do you smile big and make a splash of a hello when you see him or her enter your establishment. My friend recently told me that an alarm went off in her attorney's office when

her car was within a block of the building because he saw her as such a cash cow with all of her medical litigation that he was handling. Now, I think she was kidding, but do you keep such a close eye on your best customers?

And, just who is that best customer? The one that spends the most? The one the comes in the most often? The one that complains the least? Uh, I'm thinkin' no to all. Here is my thought on this and perhaps it may be an unpopular one at that – but the deal is this: aren't you your own best customer? Or rather shouldn't you be? Think on this, if you treat you well and make a big splash and special celebration, won't you feel better about helping those other customers around you?

Let's break this down from the beginning. You walk into your bathroom first thing in the morning, you look in the mirror and say "Ugh". Hmmm... yeah, that's how I want my best customer greeted when he or she crosses the path to my business. But, you wouldn't say that to them... yeah, yeah, I know, so why the heck would you say it yourself? Jack Canfield, author of *Success Principle* and co-author *Chicken Soup for the Soul*, mentions a statistic that he has studied extensively and that is that in our head we say 14 negative things on average per every one positive thing. Hmmm...

Okay, so let's keep going. Throughout the day you feel sluggish, so what do you do, load up on the caffeine, and grab a snickers... yep that's advice I would give my best customer if I wanted to give them a migraine! If you did something silly during the day, would you then say to yourself repeatedly, "I am so stupid. I am so stupid". Oh, sure. I would look my best customer in the eye and say that – right after I fired myself from working with them forever.

My point is this. We treat others often far better than we treat ourselves and I guess I am curious about who the heck is taking care of you if you are busy taking care of all these other customers in your life and in your work. You ARE your best customer, thus you have to take care of you physically, mentally, spiritually, emotionally, and in all those areas. We won't get it perfect all the time and we won't be at 100% every day, but not even your best paying customers expect that, at least not the ones who realize we're human. ☺

... excerpt from the *Contagious Customer Service (with a focus on life and customers other than those at work)* 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.

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

Monica L. Wofford

4. Contagious Confidence Speaker Suggestion: Imagine That You Are Having a Conversation with One Person, Even When There are Many

Do that. Imagine that you are having a conversation with one person, and yet, there just happens to be many one persons sitting next to each other in one big room. Lately, I am hearing a lot of bad advice being circulated about gestures and speaking styles and one must to this or do that or hold your arm this way or that way and walk to this side of the room while looking over your left shoulder and away from the screen. Good grief, that is more complicated than trying to play twister with a bunch of adults that you work with.

When you present your leadership message in front of an audience, focus less and less on where your silly arms and more and more on where you head and heart is. Now, I am not meaning to sound all woo-woo, hocus pocus. What I am saying is pay attention to where your message is coming from, what your message is and what you want the people in that session to know, learn, do different, feel different, or all of the above. Public speaking and presenting, here's a news flash, ISN'T ABOUT THE SPEAKER. It is about what the

audience walks away with. Let me really drive the point home. If speaking and training and presenting is so focused on the gestures, the arms, and the place where one stands, then how do you explain the impact that speakers who are wheelchair bound, unable to move their arms or body, and unable to use just the right inflection in their voice at just the right time? Think about that next time you are given well intentioned advice on your presentations. Do what you have to do and if I can help let me know. In fact, here is just the tip of the iceberg of the tips that I would give you if you came to me and asked for public speaking advice:

- Ask the client what he or she would like to see participants do or know after you speak
- Be sure that you teach them or talk to them about that
- Focus on talking one on one with each participant without a formula for scanning one row at a time from the front of the room
- Use the gestures and movements that you would when talking to a group of your best buds (okay, well within reason!)
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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.

“Help me understand how and why so many very talented and capable people would rather sit in front of a box that show fantasies, realities, and other people’s successes, rather than explore and develop their own.”

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. Boss’s day is in October. Do you really want to wait that long to share with your boss your initiative, thoughtfulness, and effort to make the office an even better place? How about the kids going off to college who need to learn to lead their way through a host of indepently made potentially bad decisions? Huh, huh?

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 at work and in LIFE!
- 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!

You can also order copies of Contagious Leadership and Contagious Quotations from Amazon.com or Barnes and Noble.com. The only thing you will miss is the autograph.

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.

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

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