

CHOICES

SPRING 2015

THE LEADERSHIP ISSUE

DISCOVER WHAT
IT MEANS TO BE
A LEADER

AN INTERVIEW WITH JIM CATHCART

BUSINESS STRATEGIST,
SPEAKER, WRITER & COACH

AMAZING THOUGHTS

FIND THE WONDROUS
CREATIVITY WITHIN
YOURSELF



LEADERSHIP ESSENTIALS

DISCOVER WHAT IT TAKES TO
BE A LEADER THAT OTHERS
ARE WILLING TO FOLLOW



BEING A LEADER NOT FOR YOU?

AN IN-DEPTH LOOK AT WHAT
IS REQUIRED OF LEADERS
AND OF FOLLOWERS



EXECUTIVE PRESENCE

LEARN WHAT TRAITS WILL
HELP YOU BECOME A BETTER
LEADER IN YOUR CAREER

CONTENTS

LEADERSHIP

- 04** LEADERSHIP IS A CHOICE
BY JUDI MOREO
- 08** THERE, I SAID IT.
PEOPLE WANT TO BE LED.
BY PETER SHANKLAND
- 10** BE A LEADER PEOPLE
WANT TO FOLLOW
BY AVA DIAMOND
- 36** LEADERSHIP: FACT OR
FICTION
BY L. ERIC CULVERSON
- 39** THOUGHTS ON
LEADERSHIP
BY JOAN S. PECK
- 44** BEING A LEADER ISN'T
FOR EVERYONE
BY LAUREN MCLAUGHLIN
- 50** A FINAL NOTE
BY JUDI MOREO



IN THE WORKPLACE

- 19** CUSTOMER SERVICE
BY SHEP HYKEN
- 33** EXECUTIVE PRESENCE
BY ALLISON BLANKENSHIP

INTERVIEW

- 22** JIM CATHCART
BY JUDI MOREO

LIFESTYLE

- 14** LEADERSHIP ESSENTIALS
BY BECKY GRAVA DAVIS
- 16** LIVING THE LEADERSHIP
YOU SEEK
BY HOLLY DUCKWORTH
- 30** THE ONLY 3 THINGS YOUR
BOSS WANTS TO HEAR
BY GINA GELDBACH-HALL
- 42** JFK & ME
BY CIE MARCHI
- 47** THE GIFT OF LEADERSHIP
BY DELORES RAMSEY MCLAUGHLIN



FROM THE EDITOR

What is Leadership? Leadership can be very hard to define. It means different things to different people, and it will mean different things depending upon the circumstances. A person in a leadership position helps himself and other people do the right things to accomplish a predetermined or necessary outcome.

Leaders set direction, build an inspiring vision, and map out a plan, all of which they communicate to others in a convincing and compelling way in order to guide them to the accomplishment of the goal.

What kind of leader are you? What kind of a leader do you want to be?

If you want to be a leader who creates an enduring legacy, you must be consumed by your sense of mission. You must condition your mind, spend most of your waking time thinking about your mission and when the

opportunity presents itself, you must grasp it with vigor.

If you want greatness, you will need to find a great person to teach you. Having a mentor to direct one's ambition in the right direction is mandatory. Choose a mentor whom you admire, trust, and can ask for sound, honest advice and guidance. Choose someone who is an achiever, of sound character, has a track record of success, is respected by others, and with whom you share convictions. If you learn from those who have conquered the world, you will conquer the world yourself.

And remember, you can't make your mission come true all by yourself. You have to be surrounded by people who believe in your dream. To be an effective leader, you must make people feel good about themselves... make each person feel he or she can make a unique contribution to the success of the mission...because they can, with the right leadership!

Judi

OUR TEAM

PUBLISHER Lloyd Palm **EDITOR IN CHIEF** Judi Moreo **CREATIVE DIRECTOR** Jake Naylor
COVER PHOTO BY Dana Anderson, Allen Photography

CONTRIBUTING WRITERS Allison Blankenship, Jim Cathcart, Eric Culverson, Becky Grava Davis, Ava Diamond, Holly Duckworth, Gina Geldbach-Hall, Shep Hyken, Cie Marchi, Delores Ramsey McLaughlin, Lauren McLaughlin, Judi Moreo, Joan S. Peck, Peter Shankland

ADDRESS 1452 W. Horizon Ridge Pkwy #555 / Henderson, NV 89012-4480
TEL (702) 896-2228 **FAX** (702) 617-0600 **EMAIL** Judi@JudiMoreo.com
WEBSITE www.ChoicesOnlineMedia.com

LEADERSHIP IS A CHOICE

BY JUDI MOREO



Great leaders know that creativity is a key component of survival. You must demonstrate to your team members every day of every month of every year, year after year, what creativity means and how important it is to the organization.

In a survey conducted by the American Management Association, 500 CEOs were asked, “What must one do to survive in the 21st century?” The top answer across the board was, “Practice creativity and innovation.” Yet, only 6 percent felt their organizations were doing a great job of it. According to *Training & Development* magazine, the biggest roadblock to creativity and innovation within organizations is fear.

The extensive changes we are currently experiencing throughout the world are going to demand a particular style of leadership so utterly revolutionary that it will challenge any and all existing paradigms. New thinking must become the norm in any organization where high quality and effective leadership will be the competitive edge. It must supersede

outdated and obsolete management paradigms. When there is truly effective leadership, team members are mobilized to be and do their very best. It is the catalyst for transforming the organization and galvanizing everyone toward a common purpose.

Walk the Talk

The potential for greatness and innovation in your organization already exists. It’s up to the leader to recognize, retrieve and redeem this competitive capital. The answer lies in the leader’s ability to unite his or her team and be able to create an environment that is conducive to creativity.

Effective leaders know that their team members are their greatest assets. They cultivate, encourage, and engage the talents and skills of these team members to be able to consistently find new and better approaches that will ultimately improve bottom-line results. They believe that understanding, participation, and involvement of team members are essential to earning respect, loyalty and commitment. There is no better way to do this than

by “walking the talk.” A true leader teaches by example. Yet, there are so many people in leadership positions who practice “Do as I say and not as I do.” When you preach one thing and do another, your adverse influence diminishes respect and trust.

To generate a culture of creativity, an organization’s vision and core values must be articulated so that team members see them as being high priorities. Vision stimulates and fosters creativity. This vision, along with the core values, must be infused into everything you say and do, so that everyone can accurately anticipate the future and avoid repeating past mistakes.

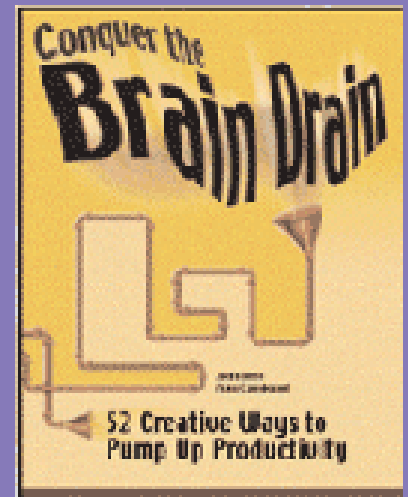
Leaders must become the model of the transformation they are envisioning. Leaders set the tone or tempo of the organization. Powerful leadership requires the leader to model the right behaviors. Team members copy their leader’s behavior! The single most important way to ensure that your team members become the best they can be is to “walk your talk.” If you want to be effective, don’t just set values or talk values. Instead, practice and

demonstrate values. Team members make judgments about their leaders based on what they see the leader do rather than what they hear the leader say. Actions really do speak louder than words! Make sure your actions demonstrate what you say. The failure to walk the talk results in distrust and low morale.

Mahatma Gandhi, the great Indian social reformer, was perhaps one of the greatest and most powerful leaders of all time. He personified what it means to “walk the talk.” He believed in nonviolent methods, that there must be no fighting but rather fasting and non-retaliation. His determination and willingness to set the example eventually led to his nation’s independence. He defeated the British Empire with all of its military might. Gandhi was a truly remarkable man who will be forever revered for his exceptional leadership.

People will believe you when you model the behaviors that you want them to practice. The most natural way of influencing people is by example. If you want your team members to be more creative, then show them by being creative. If you want them to be more organized, then you must be more organized. If you want them to be more enthusiastic, then enthusiasm must begin with you. If you want punctuality and you start your meetings late, that’s saying it’s okay not to be punctual. If you want your team members to be more disciplined, then your responsibility is to begin with your own discipline.

There is hardly an organization (or a family either, for that matter) that doesn’t have a communication problem of one kind or another. And yet, people in the top positions of many organizations don’t even speak to team members by saying a simple “Good morning.” If you want the communication in your



Are you using your creative energy to make your business more successful? Conquer the Brain Drain is about tapping into the creative wellspring we all possess. If you’re on a team – or especially if you manage one – learning to think creatively and teaching others to do so will boost productivity, improve morale and inspire your team to greater success.

Short deadlines, downsizing, increased expectations and the need to do more with less all contribute to “status quo” thinking. Solving business problems and generating new ideas and strategies can’t be accomplished using the same old brain-draining methods. If you keep doing what you’ve always done, you’ll keep getting the same old results. If you want to build an innovative, creative, problem-solving team, then you need a new approach.

ORDER ONLINE!
www.JudiMoreo.com

to be best in a
 point of view.
Leader ['li:də]
 in command
 guides, or co
 a chief or co

organization to be effective, then the communication should begin with you.

Your behavior has to correspond with whatever expectations you have of your team members. It is that simple. In his book, *Sacred Cows Make the Best Burgers*, co-author Robert Kriegel tells the story of an outstanding individual, Frank Pacetta, a sales manager at Xerox, who took his district from the bottom-ranking performer to number one in his region. He says, "I believe in the power of personal example. At the minimum, a leader has to show his troops the route of the march and the destination." Team members who have a strong leader will look out for fresh ideas, take on new challenges and learn new things.

Suppose you announce that you are committed to customers. However, in your day to day behavior, you find your customers to be bothersome and you ignore or avoid them wherever possible. Your behavior demonstrates the opposite.

If your team members see that your behavior exemplifies a specific behavior

you want them to have, they will do as you do. The most important way to communicate your commitment is through your behavior. All that you do sends a message; how you spend your time, the goals you set, the ways you reward performance, as well as your verbal and nonverbal communications.

We are all dealing with the same primary issues and challenges: obtaining commitment, improving communication and accountability, overcoming roadblocks to change, doing more with fewer resources, and reducing negativity. These are the day to day issues that most of us have to handle. They have to be dealt with in the appropriate manner, which ultimately boils down to two words: effective leadership!

We only have to take a look at the leadership of an organization to understand why certain companies flourish and others merely exist. You can walk into any business and know, within a few minutes, the kind of leader the company has at the helm by the kind of service you get. What happens at the

top filters down to all. A leader's ability to lead is critical to the establishment and continuity of creativity, increased productivity and retention of good team members.



ABOUT THE AUTHOR

Judi Moreo is the author of the award-winning book, "You Are More Than Enough: Every Woman's Guide to Purpose, Passion, and Power" as well as its companion, *Achievement Journal*. She is a Certified Speaking Professional who has spoken in 28 countries around the world. Less than 10 percent of the speakers in the world hold this highly respected earned designation. To contact Judi or book her for a speaking engagement, contact Turning Point International, (702) 896-2228 or judi@judimoreo.com.





THE NEW
Tropicana
LAS VEGAS
A DOUBLETREE BY HILTON

Surprising visitors with a casually elegant
South Beach rhythm and vibe.



THERE. I SAID IT. PEOPLE WANT TO BE LED.

BY PETER SHANKLAND

In a culture born of individualism - taking care of one's self, being independent - we recoil at the notion of actually wanting to be led, wanting to be told what to do. Before quickly dismissing this idea outright, though, I ask that you reflect of what we know to be true about raising a child. Children want rules and guidelines; they seek boundaries and perform better when told what they can and cannot do. As adults, are we not the same?

This being the case, I would like to explore the idea of leadership from the perspective of the follower. What is it that we, as followers, should consider when giving our support?

First, we need to practice enhanced listening skills. Certainly, we seek a leader who is more knowledgeable than us, and has a broader perspective on the issues that inform our lives. Rather than seek a leader who merely reconfirms our pre-existing notions about the ways in which matters should unfold, we need to open our ears and minds to new approaches that may be more applicable and successful in addressing our concerns. We best not dismiss outright, ideas that on first hearing make us say, "No way. That person is wrong." Such a

reply speaks more to our attitude, than not to the specific topic at hand.

Second, once we have actively listened to a potential leader, we can assess their level of intellect and use our own good sense and judgment to decide if their words ring true. We can compare their words with what we deem to be true in our own lives. If they offer ideas and visions that both refine and expand our understanding of the world, they may be worthy of our considered support.

Third, we need to decide whether or not a leader is aligned in his or her thoughts, words and actions. That is, "Does this person walk the walk and talk the talk?" I feel it is right and proper to demand of our leaders a greater sense of purpose and consistency in their thoughts, words and actions. Yes, leaders are humans, necessarily prone to mistakes and possible indiscretions that must be judged on their relative context and merits. On being a leader, however, they assume that additional responsibility. If I am giving up an aspect of my free will to an individual, that person must embody a greater vision of potentiality and possibility for a better way of living.

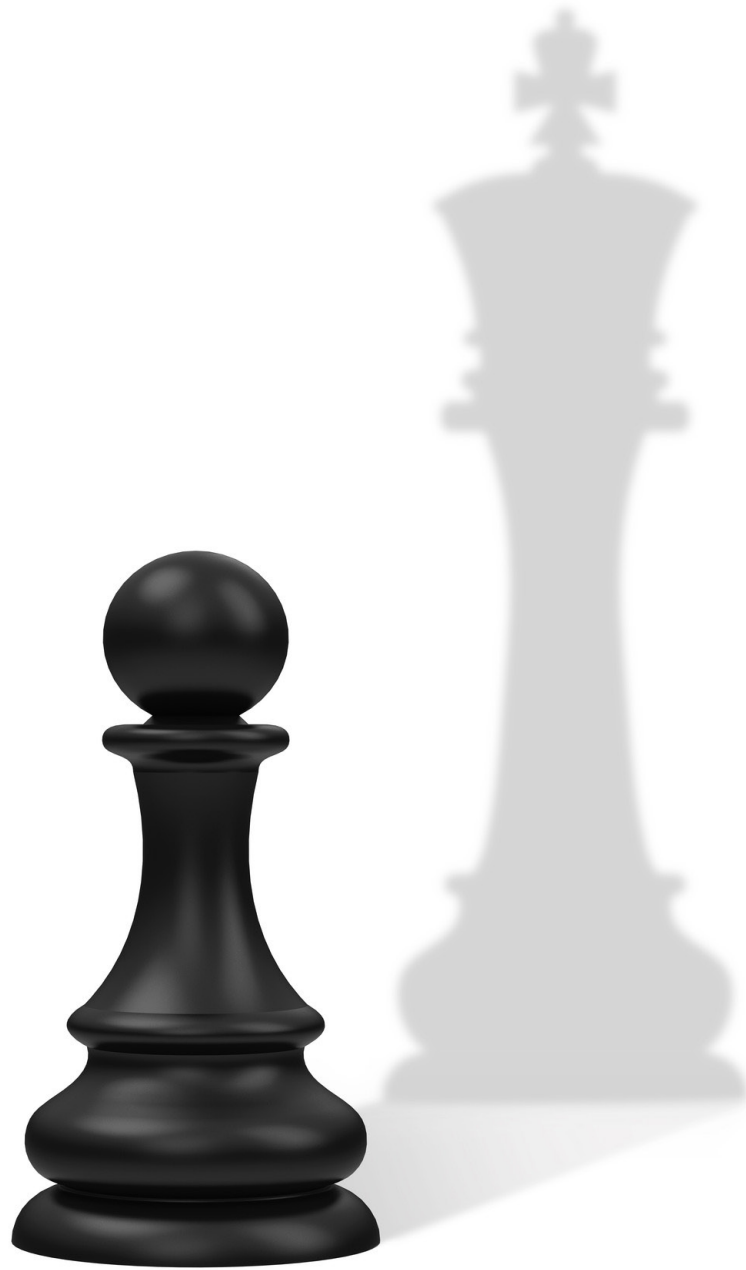
Finally, we should seek leaders whose decisions reflect a wisdom

and compassion that benefit the many, and not merely the particular concerns of a relative few. When these two qualities become the foundation for decision making in leadership, we all benefit.



ABOUT THE AUTHOR

Peter Shankland currently resides in Las Vegas, NV where he teaches massage therapy, and practices various complementary disciplines. See: www.peace.massagetherapy.com for more information.



“The task of leadership is not to put greatness into people, but to elicit it, for the greatness is already there.”

John Buchan

TWO WAYS TO BE A LEADER PEOPLE WANT TO FOLLOW

BY AVA DIAMOND

As leaders, we all want our people to do better, be better, and perform better. But, the truth is they won't get better until we get better at leading them.

Think about it. Why should people follow you? ...Because you have a title? ...Because it's written that way on the organizational chart? ...Because they got assigned to your team?

Not in today's world. That's not enough. You have to earn the right.

Your people have to know how much you care about them and the organization. They have to be aligned, focused, and motivated. They have to have a connection with you and know you care about them.

You might be thinking, I don't have time for all this, Ava. I have a business to run. And, you do. Yet the key to running that business is becoming a leader who people actually want to follow, a leader who inspires top performance, a leader who grows the bottom line while growing people.

Here are two ways to make that happen.

#1. Believe in Your People More than They Believe in Themselves

One of the key factors holding people back is their own set of beliefs about who they are, what value they bring, and what they're capable of. Your job is to see beyond their self-imposed limitations and see their potential.

Your job is to be a part of making them stretch, helping them reach higher goals, guiding them to surpass what they thought they could do and what they thought was possible for them.

Your job is to set the bar so high it scares them, then give them the tools, the development, the encouragement and support it takes to reach those goals.

In a conversation I had with Dr. Ajay Menon, Dean of the Colorado State University College of Business, he shared, "The purpose of leadership is to lift people up... People are important. It's my role to help them grow. We give flight to their dreams."

Dr. Menon is right. The more you believe in your people, the more you lift them up, the more they will go to the ends of the earth for you. They will give you superior performance.

#2 Create a Superior Employee Experience

We all focus on creating an amazing

experience for our customers. But few of us assign the same level of commitment, planning, and resources to creating a superior employee experience.



Now I'm not talking about plush employee lounges, free dining rooms, and frequent employee sabbaticals. I'm talking about much more basic stuff. The stuff great leaders do every single day.

Christine Kneeland, Chief Operating Officer of Center Partners, shared with me that "people want to feel connected and feel their work is important.... People want autonomy, mastery and purpose. We need to create an environment with a lot of autonomy, develop their skills so they can attain mastery, and ensure clear communication about the bigger

purpose of their work."

We need to know and understand our people as individuals. What drives them? What aspirations do they have? How do they learn and work best?

And, to the extent we can, we need to provide the environment in which they'll thrive. We want to create a positive work culture where people can do their best. We need to help them see how what they're doing now will propel them into the future they desire.

Christine says, "When people feel you're invested in them, they'll invest in the company."

These two things, combined with a high degree of genuineness, authenticity, and a deep caring about your people will move you forward on the path to being a great leader who people want to follow.



ABOUT THE AUTHOR

As an international speaker, author, entrepreneur and former corporate leader, Ava Diamond creates memorable programs that move people to action.

Her programs on leadership, employee engagement and women's success strategies give people the inspiration and tools they need to transform their businesses and their lives. Participants in Ava's programs walk away with great ideas and the know-how to implement them.

Visit her at AvaDiamond.com, and watch for her upcoming book, *7 Ways to Be a Leader People Want to Follow*.

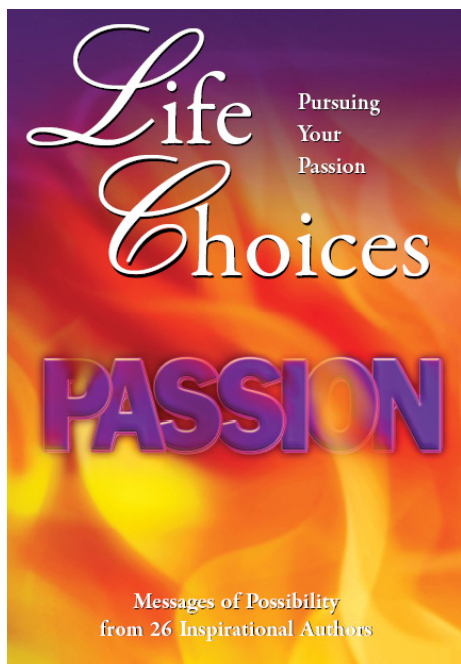


The Life Choices books are a series in which real people share their stories of overcoming obstacles, putting lives back together and following their passions to create successful, significant lives.

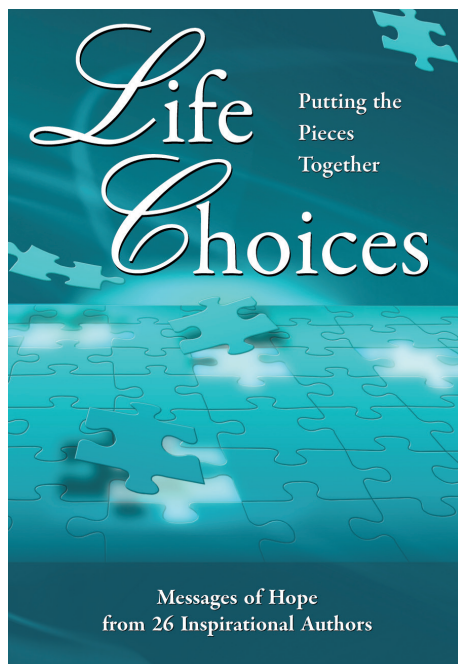
LIFE CHOICES SERIES

While the stories shared differ in context, they share a common thread of courage, hope and fulfillment. No matter what obstacles you encounter, or how many pieces your life is in, there is a way to find a new path, make a new choice, follow your passion and create a better life.

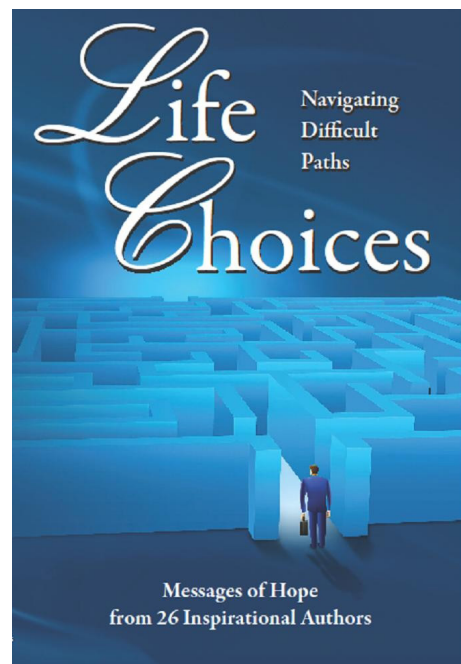
Click to Order:
Life Choices: Complete Series - \$45



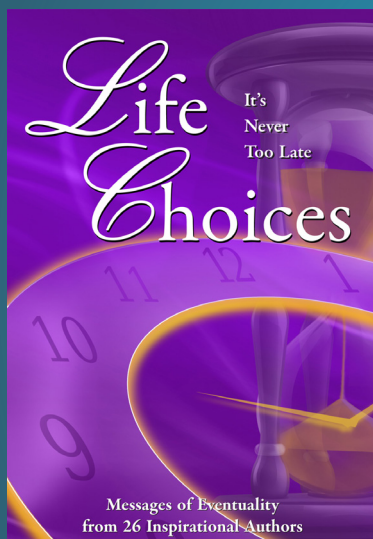
If you have ever had a dream that you wanted to pursue but didn't have the courage, if you've ever wanted to do something that you didn't think you could do, if you have ever wanted to go somewhere but didn't believe it was possible - READ THIS BOOK. Twenty-six authors share with you how they pursued their passions and made their dreams become reality.



Should you find yourself in circumstances that require the making of difficult choices, the stories in this book can offer you courage and inspiration. Each author has addressed hurdles they have faced in order to reach their current level of success. It is a collection of powerful true stories written by real people who have overcome the obstacles in their paths.



This empowering collection of stories reminds us that we all have choices and the choices we make are what determine the course of our lives. The authors of these stories are real people who have reached into the depths of their souls to share their inspiring journeys when navigating the difficult paths of their lives.



LIFE CHOICES SERIES

CLICK ON THE COVER IMAGES TO ORDER

No matter who you are, how old you are or your level of success, it is never too late to make the choice to be who you are meant to be. Don't be afraid to make changes. Don't be afraid to make an attempt to achieve your goals.

Within the chapters of this book, 28 authors tell their stories and share the lessons they have learned. Their enlightened knowledge can serve as inspiration for finding your own path to the understanding that it is never too late.

ONE MIRROR, TWO WALKING SHOES— LEADERSHIP ESSENTIALS

BY BECKY GRAVA DAVIS

Try using the bathroom in a can in your truck on a hot day. You may think twice before issuing edicts to your subordinates without first “walking a mile in their shoes.”

And, so it was with Larry and Janice and so it goes too often with upper management and frontline employees. A used can was Janice’s makeshift bathroom and Larry was responsible. “I feel like a male chauvinist. I never thought about it,” remarked a surprised Larry O’Donnell, former chief of America’s largest trash company, Waste Management, as he reflected on the outcome of his imposter roll as a displaced worker in the premiere episode of the hit TV show “Undercover Boss.”

The “never thought about it” concerned neglecting to include bathroom breaks when O’Donnell, along with his management team, set a productivity target of 300 daily trash pick-ups. On Larry’s last day on “Undercover Boss,” he joined female trash collection route driver, Janice, as she raced to meet her quota. Janice told the disguised O’Donnell that she was thankful for her job, but felt stressed to meet the goals set by upper management and often had to use a can when Mother Nature called!



O’Donnell is characterized by those who know him as a humble, likable guy who loves his family and cares about his employees. He progressed from one corporate leadership role to another until hired by Waste Management in 2010 to be second in command. But, he had never set foot outside the ivy corporate tower to actually spend time in the trenches alongside his frontline employees.

Sound familiar?

What can you do as a leader to avoid unintended frustrations for your employees?

I don’t profess to be a management expert, but I have been in leadership roles and reflecting on this topic and putting myself in the position of “undercover boss” forced me to ask, “What can I do to be a more effective

and connected leader?" (What defines an effective leader is a hotly debatable topic for another day!)

Here are a couple of tips from my musings:

Look at Yourself in the Mirror

Take a no-holds-barred long look in your mirror and ask yourself, "Would I want to be led by me?" That's a tough one that requires the willingness to be vulnerable and completely honest.

Are you really the kind of leader you THINK you are?

Carl Jung, the founder of analytical psychology, defined the characteristic the Shadow Self as "that which we think we are not." We all have a shadow self, like it or not.

Author of "Blindsided: Recognizing and Dealing with Passive-Aggressive Leadership in the Workplace," Dr. Paula De Angelis says, "It would actually make perfect sense that those promoted to leadership positions might often be those who on the surface appear to be agreeable, diplomatic and supportive, yet who are actually dishonest, backstabbing saboteurs behind the scenes."

Walk a Mile in Their Shoes

O'Donnell didn't just walk, he rode shotgun for miles with Janice and experienced first-hand what it's like to maneuver a fast-paced, almost impossible 300-stop trash route.

After his life-altering foray into the underbelly of Waste Management, O'Donnell made sweeping policy changes to include frontline employees in the decision making process.



For all of you bosses reading this, when is the last time you took over for your administrative assistant for the day? Before completing my formal education and securing a professional job, I spent years in various roles assisting others—nurses' aide, secretary, office janitor. Yes, I cleaned floors! I HAVE walked "miles in their shoes" because I HAVE worn them.

In the white paper "Empathy in the Workplace: A Tool for Effective Leadership," authors and researchers for the Center for Creative Leadership, Drs. Gentry, Weber, and Sadri concluded that "the ability to understand what others are feeling [empathy] is a skill that clearly contributes to effective leadership."

Whew! Time for self-reflection (pun intended). Would I want to be led by me? I'll let you know after my very long walk.



ABOUT THE AUTHOR

Becky Grava Davis is a full-time college professor and pursues her passion for holistic healing by practicing part-time as a certified integrative health coach and Five Tibetan Rites yoga instructor. She is a published author of several health articles for both print and online publications.

Becky may be reached at: beckygravadavis@gmail.com

3 CHOICES

TO LIVING THE LEADERSHIP YOU SEEK

BY HOLLY DUCKWORTH

If you could wave your magic wand and make one change in the world, what would it be? The choice you make will put you in alignment with your passion, your purpose and your perfect path. I believe everyone is a leader. We simply choose why, how, and, what we want to lead. For some, it's leading in the home, others in business, and others on stages and platforms from politics to classrooms. Leadership is a way of life.

It is said by Gandhi, "Be the change you wish to see in the world." Learning to live and lead means learning to be you, and being the change you wish to see.

Here are three choices you make to live the leadership you seek:

Why you are here? Whether you know it or not, you are living either on purpose or not on your purpose. The answer to this question determines the degree of happiness, ease, grace, and flow you experience as your life. A powerful first step to leading as you is choosing your purpose. Many talk in terms of "life purpose" in today's fast paced world. Maybe we should think in terms of purpose "right now." Why are you here now? Live and lead from that place.

How do you want to show up in the world? Many of us get up each day, pull some clothes out of the closet and go to work. We are totally unconscious

about our outward appearance. We are even more unconscious about our energy. When people meet you, they instantly judge you from how you look and how you project. Is your energy upbeat and welcoming or down and distraught, or somewhere in between? There is no right or wrong here. Leading as you means choosing how you want to consciously show up in the world. Go back to that closet and choose your look and energy that matches your purpose.

What you will become? Many adults live in a "doing" world. We have in many instances become "humans-doings", not human beings. Re-visit your "now moment" purpose. Choosing that purpose will help you determine what you must become to make that purpose a reality. For example, if your purpose is to be a Starbucks barista, you "do" coffee and you "become" a virtuoso at making espresso. And, you are a leader in my life every morning. If your purpose is to sit behind a computer and sell widgets, you "do" selling, you become a brilliant expert in your product and asking for





the sale. Leading as you depends on your choices.

Go wave your magic wand, live your life each day. I assure you someone you come into contact with will experience you as a leader. Today, consciously, choose to be the leader you seek to have in the world. Choose your why, live your how, and be your what. May you only experience love and light as you lead your life.



ABOUT THE AUTHOR

Holly Duckworth, CAE, CMP is CEO of Leadership Solutions International, a nationally recognized consultant, speaker and facilitator on leadership and spirituality. Author of *Ctrl+Alt+Believe: Reboot Your Association for Success*, Holly is a columnist for MeetingsNet/IdeaExchange on the meetings industry and writes a regular column on the future of spirituality in business for Science of Mind magazine. She lives in Denver, Colorado.

Learn more at www.hollyduckworth.com, on LinkedIn & follow her on twitter @hduckworth

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

John Quincy Adams



CUSTOMER SERVICE

FROM THE C-SUITE TO THE MAILROOM

BY SHEP HYKEN

In a recent interview, I was asked questions about why the leaders of a company in the “C-Suite” should focus on customer service.

The questions seemed to be well-thought-out and appropriate, but as I reviewed the questions and my answers, it occurred to me they could be applied to everyone in the organization, not just the management. In other words, while the customer service vision may start in the C-Suite, everyone must own the responsibility.

Here are the questions I was asked, and my thoughts on expanding the focus to include everyone in the organization.

1. From the C-Suite, why is customer service important?

The question could be restated as: Why is customer service important? This is basic. If your company has competitors that sell the same or similar products or services, how can you set yourself apart and attract the customers? You can differentiate yourself by the way you deliver the product. And, although it is the front-line employees who deliver the customer experience, shouldn't management take the lead in defining and establishing what that customer experience should be?

2. So, where do we begin to become a customer focused organization?



It starts with the people on the inside – the employees. And that means everyone. What is happening inside the organization among the employees will ultimately be felt on the outside by the customer. To truly become customer-focused, a company must be employee-focused by practicing internal customer service. I call it the “Employee Golden Rule” – treat the employees the way you want the customer to be treated (maybe even better). Recognize that customer service is not a department; it's a philosophy to be embraced by everyone.

3. What can the leaders do to impact customer service?

The people in leadership must define the culture and create a brand promise

that focuses on customer service. However, when it comes to customer service, everyone must be a leader. The mandate to maintain a customer service culture must come from the C-Suite, but after that, it is up to everyone, leadership included, to imbue the company with that culture and model good customer service behavior. Whether you are the CEO or an entry-level employee, if you strive to be a leader in customer service, you will gain the respect and admiration of others and they will want to emulate your actions.

When it comes to customer service, everyone must take the responsibility of a leadership role. Yes, management must define the culture and set the course, but they must share the leading role with the entire organization.

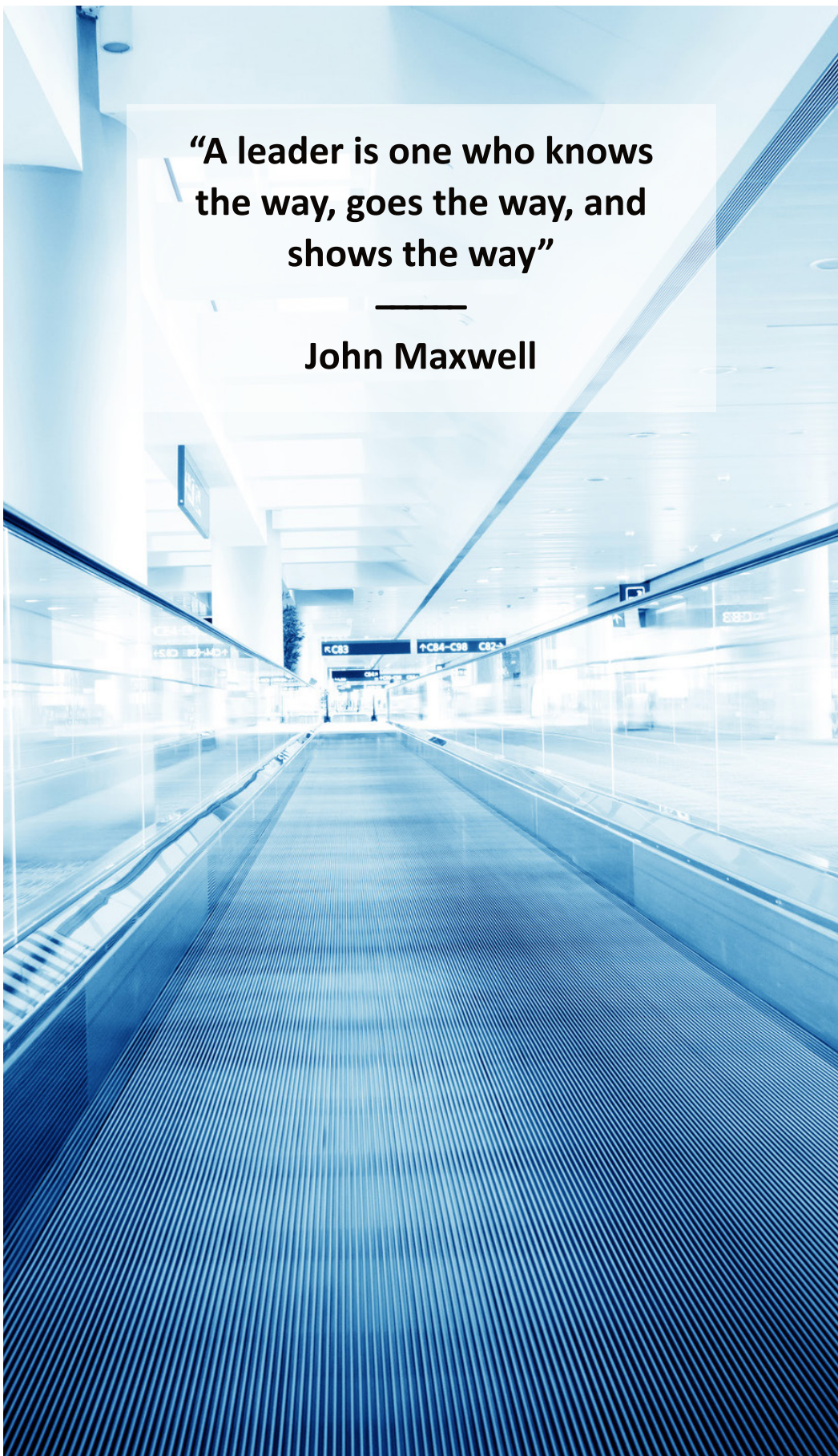
Leaders need to take part in customer service training alongside the rest of the employees and model the behavior. All eyes are on them to set the example. On the other hand, customer service offers the opportunity for anyone to step up and be a leader, no matter what his or her title in the company. Whether you work in the C-Suite or the Mail Room, you can be a leader in customer service and a role model for those around you.

Copyright © MMXIV Shep Hyken – Used with permission.



ABOUT THE AUTHOR

Shep Hyken is a customer experience expert and the Chief Amazement Officer of Shepard Presentations. He is a New York Times and Wall Street Journal bestselling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession. Shep works with companies and organizations who want to build loyal relationships with their customers and employees. For more articles on customer service and business visit:
<http://www.hyken.com>



**“A leader is one who knows
the way, goes the way, and
shows the way”**

John Maxwell

ADD A LITTLE CREATIVITY TO YOUR BRAND



ADD A PERSONALIZED TOUCH AND BUILD A **UNIFIED BRAND**

Whether you've built a great business or are just starting out and need help getting your brand in front of your customers, Jake can help. With more than 10 years experience building brands and creative advertising for both print and digital uses, Jake is ready to help you raise the bar on your image.

jake
naylor

GRAPHIC & WEB DESIGN
FULL-SERVICE PRINTING SOLUTIONS

Las Vegas, NV
www.jakenaylor.com

Get in Touch Today!
(858) 204-3954



JIM CATHCART

AN INTERVIEW

BY JUDI MOREO

Jim Cathcart is one of the best known and most award-winning motivational speakers in the world today. He has delivered more than 3,000 presentations to audiences in every state of the US, most provinces of Canada and countries from Scotland to Singapore. He has authored 16 books and scores of recorded programs.

He is listed in the professional Speaker Hall of Fame, is a recipient of the prestigious Golden Gavel Award (along with Earl Nightingale, Art Linkletter, Zig Ziglar and many others), has been the president of the National Speakers Association and received the Cavett Award for a lifetime of service. In 2007, he was listed as one of The Top 100 Minds on Personal Development by Leadership Excellence magazine. The San Diego chapter of the National Speakers Association renamed their member of the year award "The Jim Cathcart Service Award" and the

Greater Los Angeles chapter gave Jim the Lifetime Achievement Award in 2003. In 2008, he was inducted as one of the "Legends of the Speaking Profession." And, in 2010, 2011, 2012, 2013 & 2014, he was selected as one of the Top 5 Sales & Customer Service Speakers by Speaking.com in an online survey of over 13,000 people. Now he adds the Sales & Marketing Hall of Fame to his accolades!

I had the pleasure of spending time with Jim at the recent National Speakers Association Winter Conference.

You have received all of the highest awards the speaking industry has to offer. How does that feel?

It is odd. I never expected to make a difference in the world. I thought I'd have an ordinary, unremarkable life, a nice guy who some people remembered. Now I've done just about everything a speaker could put on his bucket list and I'm grateful and somewhat amazed.

What a privilege it has been and still is to do what I do for a living!

When did you know you wanted to be a speaker?

In 1972, after hearing Earl Nightingale on the radio. I thought, "I'd like to do what he does." But I didn't know what that meant until I got into the field of human development after many years of study and exploration of it. I was always a performer and enjoyed acting or showing off when I could.

How did you start?

I listened to records, then tapes of motivational material and read all the great books from years ago: Think & Grow Rich, The Power of Positive Thinking, How To Win Friends & Influence People, As A Man Thinketh, Success Through A Positive Mental Attitude, The Greatest Salesman In The World, and The Bible (from cover to cover). Then I started volunteering



for the Junior Chamber of Commerce (The Jaycees) and applied my newfound knowledge in the community. I attended over 400 Jaycees meetings in 1972-3-4 and conducted dozens of community projects. I also went to seminars and bought tapes and records. Paul J. Meyer's Success Motivation Institute (SMI) tapes were a big influence too.

Who influenced you?

The authors of the books mentioned above but most of all: Earl Nightingale (hundreds of hours of listening to his Lead The Field audio messages.) Also Harold Gash, a salesman of Nightingale's materials, and later, Og Mandino and Zig Ziglar became my personal friends. I also got to know and work with: Norman Vincent Peale, W. Clement Stone, Dr. Kenneth McFarland, Ira Hayes, Cavett Robert, Bill Gove, Denis Waitley, Ken

Blanchard, Ty Boyd, Don Hutson and so very many more. My first big client, Joe Willard, was a Mass Mutual General Agent and he became a dear friend and mentor to me. My wife has had a great influence on me and our son, Jim Cathcart Jr., is the kind of a man I'd like to become.

What inspires you?

The belief that there is a God and he's paying attention to us and he cares about us. I believe that my purpose in life is to help other people live more abundantly. I'm inspired by other people's courage and generosity. I go to inspiring movies and I cry at the beauty of their examples. Glen Campbell and the way he openly faced Alzheimer's disease and made his journey public so others could learn about it. That inspires me greatly.

What were the biggest surprises you've encountered?

I'm not sure how to answer that. I've learned from so many sources and, luckily, I did not assume that I knew the answers up front. So the "surprises" have been few but the continual learning is joyful.

I was really pleased to learn that the "good" people you encounter at the top of the success pyramid in every field will far outnumber the greedy ones. There is a great deal of goodness in the world.

What is one thing you wish you had known earlier in your career?

I wish I had taken the time to earn a PhD. It would have opened a lot of doors in ways that I cannot do on my own. For example; today I could take on

some major roles at Universities if I had a doctorate. Instead I serve on advisory councils and teach as a guest lecturer. The PhD would have gained me access to bookings and contracts that I didn't get as just a successful speaker and author.

Along those same lines, I'd be even more disciplined about saving money; sending checks ahead to the person I'll be many years from now.

What is your proudest speaker moment?

When my son introduced me as the keynote speaker of the 1993 NSA annual meeting in Dallas. At the end of my speech, he got as many congratulations as I did. And, later that week, when I received the Cavett Award from Cavett himself with Art Linkletter in the audience. That was a biggie. Also, when Toastmasters International awarded me The Golden Gavel in the millennium

year of 2001. It was very validating to know that I was getting an award that my speaker heroes (like Earl Nightingale) had received.

It was a very big deal when my audio album with Tony Alessandra, *Relationship Strategies*, was published by Nightingale Conant corporation and sold over 3-1/2 million dollars worth in the first two years.

One of the greatest moments of my career was in 1989 when Diana Nightingale, Earl's widow, asked me to be the only outside speaker at his Memorial Service, besides her and a video message from Denis Waitley. That was huge. I felt so unworthy yet so grateful. I said, "You should ask some of the giants to speak. Those were his peers." She said, "No, Jim, you are a product of what he did and you are a very appropriate spokesperson to his memory." Wow!

What have been the biggest challenges you have faced?

A betrayal by a former business partner (not Tony Alessandra) and by a close family member, plus two bad economy periods that dried up much of the market, and then a couple of employees who did some outrageous things while working for me.

When I was growing up, I never had any money nor was I an athlete or scholar. I didn't think I had any talent and so I worked in warehouses, as a bill collector, sold cars, sacked groceries, worked as a clerk in a bank and a government office. I made average grades in school, graduated 176th out of 437. I dropped out of college after 3 years and never graduated. As a kid, I was overweight and out of shape.

What's the best advice you were given about speaking?

Become the person (acquire the qualities and skills of the person) who would achieve your goals and then the goals will become the natural byproduct of your growth. Focus on the Why, the reason you are speaking and not so much on the act of speaking.

What was the most important decision you ever made?

In which context? In life; marrying Paula Dugger in 1970. In health, deciding in 1976 to become and remain slender and to get fit for the first time ever. In my career; deciding to become a professional speaker no matter how long it took or how hard it was.

You once gave me a pewter acorn, which I carry with me. Please tell our readers the significance of the acorn?





The acorn is the universal symbol of potential. It is a part of nature and it has a future either as a mighty oak, an oak shrub or squirrel food. But, unlike the acorn, we get to choose what we do and where we go, so we can all choose to become mighty oaks if we wish. We each carry the legacy of former “oaks” in our line and the seed of future “oaks” that will be affected by our choices. Though an oak can’t become a redwood, we can become the best version of ourselves through right action.

What advice would you give to someone who wants to pursue a career in speaking?

Treat it like any career and think beyond your working years. Create a retirement

system, an annuity from your work that you can rely on when you get much older. Build your business solidly with the future in mind, not just as a rock star who outlives his or her talent.

Where to from here? What’s next for Jim Cathcart?

Last time I checked there were hundreds of millions of people who haven’t yet gotten the messages that I can deliver to them. So my work is still there for me. I’ll keep on writing books, articles and blog posts while still speaking everywhere I can.

Oh, and I also LOVE to play rock & roll guitar and sing. So, I’ll keep on performing in clubs, at parties and

special events as often as I can. Daily would be good. ReZoom The Boom!

A business strategist, psychological researcher, speaker, writer, and coach, Jim Cathcart is also a real down to earth nice person who likes to ride his motorcycle along the twistiest roads he can find, keeps in shape by running through the mountains where he lives, and most of all, loves to spend time with his family. As always, it was a pleasure to spend time with him. Jim’s messages can be seen daily on TSTN.com. Be sure to listen in.



Enjoy The Ultimate Conference Experience

PACKAGES

Full Day Conference

R430.00*
per delegate

Inclusive of: Three Refreshment Breaks

Half Day Conference

R390.00*
per delegate

Inclusive of: Arrival & Mid-morning Refreshments



MISTY HILLS
COUNTRY HOTEL
CONFERENCE CENTRE & SPA
★ ★ ★ ★



For Bookings/enquiries, call us on
(011) 950 6000 or 0861 732 237
or email sales@rali.co.za Visit us on www.mistyhills.co.za
Muldersdrift Estate, 69 Drift Boulevard (R114), Muldersdrift

Rates valid 25 May - 30 August 2014.
* T's & C's apply. E&OE. All packages
based on a minimum of 10 delegates.
Packages include lunch, venue hire
& basic equipment. MEMBER OF THE
RECREATION AFRICA GROUP

YOU ARE MORE THAN ENOUGH

EVERY WOMAN'S GUIDE TO
PURPOSE, PASSION & POWER

For more than 20 years, Judi Moreo has traveled around the world, speaking each day to audiences from 50 to 3,000 people. She asked the participants if anyone ever felt that they were meant to be more than they were or achieve more than they had accomplished so far. More than 75 percent of the audience raised their hands.

In this high pressure, high stressed, fast-paced world, most of us set our dreams aside just to get by. In this powerful book, you will learn how to:

- realize and accept who you really are
- listen to your inner voice
- create self-empowering behaviors and stop criticizing yourself
- set boundaries

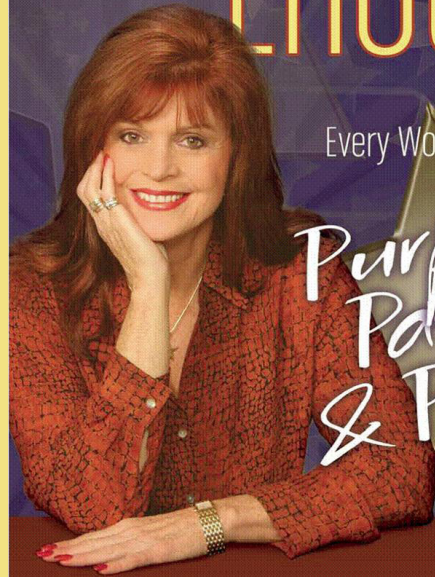
- make conscious choices about relationships, responsibilities and rewards
- communicate for understanding
- use the power of your subconscious mind to create the future you desire
- recognize your strengths and make things happen
- and much, much more!!!

This heartwarming, myth-shattering book is filled with

You Are More Than Enough

Every Woman's Guide To

Purpose,
Passion
& Power



Judi Moreo

practical techniques and illustrated by real-life situations. Use the ideas, techniques and exercises and you will dramatically improve your life. If you take this information to heart and make it a personal development course, you will soon find yourself getting the things you want, associating with the people you would like to have in your life, achieving the success you desire and living the life of your dreams.

ORDER TODAY

(702) 896-2228

www.judimoreo.com/products/

ACHIEVEMENT JOURNAL

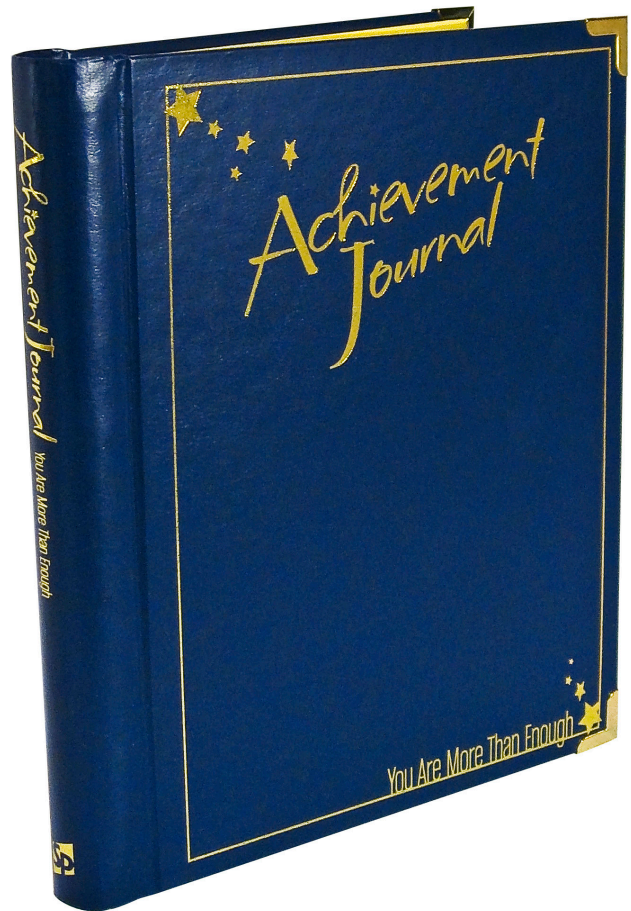
COMPANION TO: "YOU ARE MORE THAN ENOUGH: EVERY WOMAN'S GUIDE TO PURPOSE, PASSION & POWER"

If you have ever felt as though you were created for "something more," but just didn't know where to start, this is the journal for you. It's actually much more than a journal! It is a step-by-step process of achieving your goals and making your hopes, dreams and desires come true. It gives you ways to make your life work as well as a proven technique for setting and achieving goals in the eight major areas of your life:

- Career
- Relationships
- Financial
- Health
- Spiritual
- Education
- Community Involvement
- Recreation

In addition to a place for daily writing, there is a measurement tool for you to stay aware of how you are doing in each of these areas of your life.

If you apply yourself and take the steps laid out for you in this journal, you can't help but be successful! And you might know, Judi has included two pages of peel-and-stick gold stars in order for you to easily reward yourself!



CLICK BELOW TO ORDER:

You Are More Than Enough - \$24.95

Achievement Journal - \$34.95

Bundle (You Are More Than Enough Book + Achievement Journal) - \$50

"Judi is a living example that it is possible to find your life's purpose and passion. In this book, she shares the tools she used to achieve success and happiness. I recommend it for everyone trying to create the lives they desire."

**- Montel Williams, TV Host
The Montel Williams Show**

THE ONLY 3 THINGS YOUR BOSS WANTS TO HEAR

BY GINA GELDBACH-HALL

No matter what job you have there will come a time when you screw up. It's evitable, especially if you are in a leadership or management position, something will be said wrong, taken wrong, or done wrong... It's the law of averages. So, when that time comes, it's nice to have a course of action to get you back on track and in your boss's good graces, and, that all begins with three key things every boss wants to hear:

1. I'm sorry.
2. It won't happen again.
3. Please forgive me.

As a Battalion Chief supervising over 65 personnel, I had my fair share of misunderstandings and misgivings. On one particular occasion, I had keyed in an incorrect code for an employee's work status and the employee had gone to the Union to voice his concern. My boss was notified and I was summoned to his office.

I took one step into his office and knew that I was going to be the recipient for all that had not gone well in his world that day. In that moment, I knew I had three choices. I could, 1) take the verbal abuse and run, 2) argue with him about how this and that was to blame, or, 3) say these three simple statements and see how it could be resolved. I decided to try #3.

It didn't matter the order but as I said these to him, I could see him take a mental jump. As I completed the statements, he started to yell again with a look that was somewhere between amazement that there wasn't going to be an argument to total disbelief. I had to say them again. He sat back in his chair, took a deep breath, and told me I had screwed up.

The difference now was the situation was defused and we were able to have a conversation instead of a fight. By my immediate acceptance that my actions had created this disruption, we were able to avoid a major conflict. That didn't mean I was necessarily wrong in my actions. I merely defused the

situation giving everyone a chance to calm down.

Life isn't a straight line. People are people and mistakes happen. These three statements are the keys to taking responsibility for your actions. I was sorry for creating the situation. I never liked going to the boss's office if I was in trouble, and I really did want to be forgiven so what I said was true. Once I acknowledged that in a heartfelt way, we could concentrate on solutions to fix the problem. If we had argued, we would have arrived at the same solution... just with a lot more animosity.

This isn't a way to avoid mistakes as much as it is a way to get back on track. Next time, try these three statements and see how quickly you can get on the right track. Good leadership isn't about not making mistakes, it's about accepting responsibility and making course corrections that keep things moving forward. Embrace it and move on, you'll be a much better leader when you do and your boss will sing your praises!

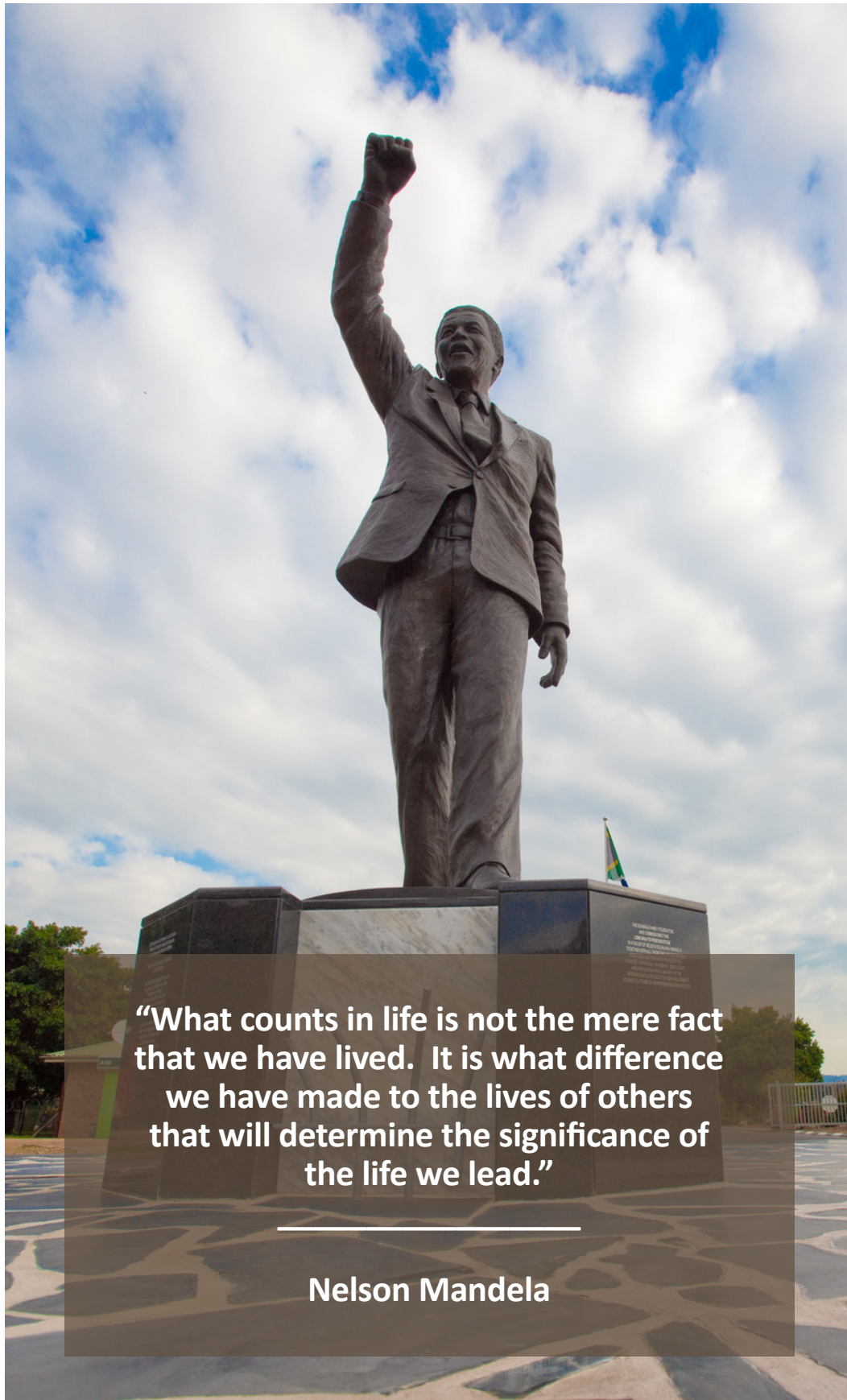




ABOUT THE AUTHOR

Gina Geldbach-Hall is an inspirational keynote speaker, author, life coach, and facilitator with 25-years of emergency services experience from EMT and firefighter to battalion chief. Her book, *Firegal... Rising from the Ashes*, is available on Amazon.com.

She continues to inspire leadership and service and helps others to ignite the flame of empowerment within their lives and work. She is available for coaching and speaking engagements. Visit her website FiregalWisdom.com for more information.



“What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.”

Nelson Mandela



CHOICES

WITH JUDI MOREO



LIFE IS ABOUT
CHOICES. TUNE IN
AS JUDI PROVIDES
INSIGHT ON THE
ROLE **CHOICES**
PLAY IN OUR **LIVES**

CHOICES on BlogTalkRadio.com

With Judi Moreo

Life is about choices: professional, personal and emotional! This groundbreaking show hosted by Judi Moreo gives us insightful and practical tips on how to recognize the power of choices and the role they play in achieving the full potential within each of us regardless of our life circumstances.

For more than 20 years, Judi Moreo has studied the lives and habits of highly motivated and successful people. She has unraveled the mystery behind the illusion that only a chosen few are allowed success and has become a respected author and radio personality discussing the subjects of personal development and self-esteem. Judi shares simple, usable techniques that you can apply to your every-day world. Grab a cup of coffee or tea and listen as Judi shares such things as:

- * Recognizing and releasing the fears that are keeping you from finding your purpose
- * How to turn your thoughts, hopes and ideas into positive action
- * Ignite the spark of your creativity to find ways of overcoming obstacles
- * Use your imagination to visualize and fashion the future you desire
- * Associate for success, increasing your influence and power

It'll seem as though you are spending a half-hour with your best friend.
And who knows, you just might be!

blogtalkradiosm 

Call In: (917) 889-7851

blogtalkradio.com/judimoreo

If leadership can be defined as what others do when the leader is not there, then Executive Presence may be summarized as how other people describe or think of you when you are not in the room.

You hear a lot of buzz about “Executive Presence” or EP but few people can really define it. For leaders, EP is crucial to influence others and drive results. According to a poll of senior executives, EP accounts for up to 26% of a decision to promote someone into leadership. So what, exactly, is this elusive and critical skill set known as Executive Presence?

For many, EP is personal confidence and the ability to mobilize others to act. It is the ability to influence others, create buy-in and stand out in order to drive the organization to excel. And, while many of these skills are often assessed nonverbally, developing EP is more than just “charm school.” It involves personal character, persistence and decision-making skills to transition a positive executive presence into a lasting leadership legacy.

How does one enhance or develop his EP? Through a series of soft skills that establish credibility and following through with strategic leadership ability. These soft skills are often undervalued by high potential candidates who focus on results or data and ignore the impact of their actions or presence.

Some steps to enhance EP are no brainers – becoming an active listener and not checking your smartphone or tablet during meetings is one of the most constant recommendations from executives. Making sure that your personal appearance is neat and tidy with pressed, clean clothes that fit properly is another tactic that

THE POWER OF EXECUTIVE PRESENCE

BY ALLISON BLANKENSHIP



subconsciously communicates you pay attention to details. Probably the most crippling and most common factor is failure to voice ideas or make suggestions during meetings. That lack of voice is often perceived as a lack of initiative or leadership.

The bottom line is that we follow leaders or do business with people we perceive to be most “like us.” We look for wisdom and substance in our leaders because it instills confidence. Here are several body language strategies you can incorporate that inspire or elicit respect:

1. Assume the Power Pose position.

When you walk into a room, pause for 3-5 seconds with your feet 12-14” apart and arms resting lightly at your sides. This is considered the most confident pose as you are standing completely open or vulnerable to your “enemies.” This position establishes confidence and nonverbally says that you have no fear.

A variation of the Power Pose for a seated meeting is to sit comfortably in your chair, with a straight back and hands on top of the table. You can lean forward slightly, just be careful not to slump backwards into the seat.

2. Speak slower and lower. Studies show that people respond and respect voices with a lower pitch or deep timber. If you weren’t born with a broadcasting voice, practice lowering your pitch with a quick exercise. Repeat “King Kong” 5x every day for a week. Each time you repeat “King”, push your voice to go higher, and when you say “Kong,” try lowering your voice. You’ll literally feel the stretch of the vocal

cord muscles. Before answering an important question or walking into a meeting, mentally say “Kong” and your voice will drop in pitch to be more powerful and authoritative.

These two nonverbal strategies will project an image of confidence; the final strategy has to do with personal character and leadership ability:

3. Develop a respectful questioning attitude.

This is the confidence and, sometimes, courage to speak up in higher level meetings to push back or voice risks in a respectful manner. This one strategy helps you stand out as a committed and creative problem solver. Take a deep breath, lower your pitch and ask a probing question such as “Have you considered...” or “What happens if we...”

Executive Presence isn’t developed in a day – it takes time to establish yourself and your brand. Using these tactics will expedite the process and position you for success.



ABOUT THE AUTHOR

Allison Blankenship is no stranger to busting barriers. She bounced back from qualifying for food stamps to becoming one of the first female regional directors in a 5-star hotel company. After winning the Jim Barber Leadership Award for the state of Florida, she wrote 4 books, founded a women’s honorary at Auburn University and was named the Florida Speaker of the Year. Allison specializes in establishing executive presence, creating buy-in and dynamic presentation skills. www.PrecisionSpeaking.com



NOT, “JUST AN ADMIN!”

Discover the Respect, Value, and Power of the Administrative Profession

This is a valuable handbook for anyone wanting to succeed. It is rare for us to find information that can make a difference both in our professional careers and personal relationships in one easy-to-read book.

Filled with thoughtful questions and answers, this book leads the readers on an exciting and well laid out journey to understanding what it takes to achieve the success they desire.

There are many “how-to” and “self-help” books that tell you they can help you achieve success. You may have read many of them in an effort to improve the quality of your life and still feel there is more. This book is a personal journey with the author into self-discovery, self-respect, and self-confidence.

Experience is a wise teacher. In writing this book and sharing her journey, Peggy supports and encourages you to find and achieve your dreams.

Available in book stores everywhere and on Amazon.com.

NOT, “JUST AN ADMIN!”

DISCOVER THE RESPECT,
VALUE AND POWER OF
THE ADMINISTRATIVE PROFESSION

If you’ve ever said or heard an admin say,
“I’m just an admin,” this book will change your view
about the administrative profession.

PEGGY VASQUEZ



LEADERSHIP: FACT OR FICTION

BY L. ERIC CULVERSON

What comes to mind when you hear the term *leader*? Who do you think of? Perhaps your boss or supervisor?

The fact is anyone can be a leader –at any level. Have you ever heard the term, “A born leader”? Well that’s little more than a euphemism. Anyone can be a leader!

Consider this: we are the collective sum of our life experiences and influences. Some people may have simply had more opportunities for leadership roles along the way.

A

s long as you’re alive, your experiences are never-ending. Likewise, your ability to grow and evolve never ends.

You are just as well-positioned as anyone else to become an effective leader. Your unique experiences have the potential to help you become a great leader –not your genes, and certainly not your job status.

I define leadership as the active ongoing demonstration of commitment and service to others. I’ll explore a few qualities and traits common to effective leadership.

Let’s begin by defining the type of leader we seek to develop. Although leadership is often synonymous with

power, position, and authority, that's not necessarily the situation you'll experience. That doesn't matter! Under any circumstance, you can, and *should*, be a leader at your level.

Within this context, let's focus on your ability to enhance the wellbeing of those around you. Let's discuss your ability to lend guidance, encouragement, and assistance to co-workers, friends, and family. That is the essence of leadership. Your willingness to help *others* succeed ultimately contributes to *your* success.

The most important trait of any leader is effective communication skills. Your ability to connect, and share both your vision and perspective is fundamental.

Your ability to make others feel valued and appreciated makes you a leader at any level. However, to do this in a way that's sustainable, you must genuinely care about those around you. There's no faking it. You can always intellectualize it, but unless you personally adapt and apply these principles, you will not be effective. As an emerging leader within your team, you're the one to start the process. *You* become the model by which the standard of care can be measured. You become the grown-up in the room.

By definition, leadership is about setting the example. Never ask or expect more from others than you are willing to do yourself.

In this country, our heightened political awareness might lead us to conclude that leadership and popularity are inextricably linked, perhaps even one and the same.

This is not necessarily the case. As you develop your leadership potential, and as you continue to expand your sphere

of influence, please know in advance that the best leaders are ultimately driven by what they think is best, and not by what may seem the popular choice at the moment. Under any circumstance, a good leader will weigh the different options and act in a manner consistent with the welfare of the whole.

If you follow these principles, you will gain the greatest attribute leaders must possess: respect. If others see that you consistently act in the manner that promotes the wellbeing of the team, the company, and your customers, they will also respect you when you need to make the "hard choices." At those times, your decisions and outcomes may be unpopular on some level. Nonetheless, if you're perceived as fair, balanced and genuinely concerned about the good of those around you, then people will not only respect you, they will gravitate toward you. At that point, you can begin to inspire and motivate others. You become the leader!



ABOUT THE AUTHOR

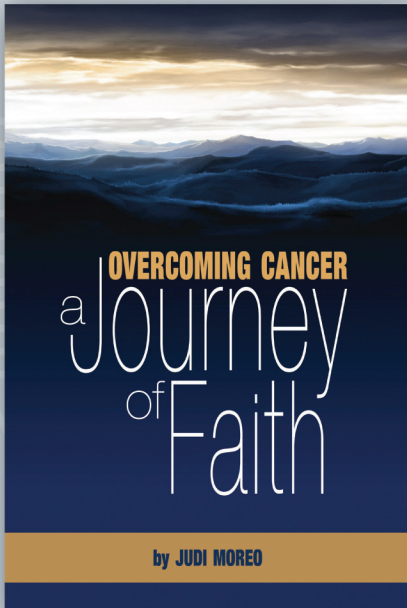
L. Eric Culverson is a professional speaker, engineer and coach. He is the author of the book: *The Competence Myth, A Guide to Balancing Communication, Creativity and Technical Skills*. Eric conducts presentations skills workshops globally for executives and technical professionals.

Visit www.technically-speaking.com to see more of his work, videos and writings.



Award-winning author Judi Moreo knows what it is to travel the journey of cancer and shares that experience in this book.

Overcoming Cancer: A Journey of Faith



Through her personal story, inspiring quotes and practical suggestions, Judi shows us that cancer and fear are messages to us to make lifestyle changes. This supportive book can help the newly diagnosed cancer patient ask better questions, understand there are alternative and integrated treatments that can work and, most of all, maintain hope.

Even though traveling the cancer road was a rocky and difficult journey, it was also rewarding. The path through cancer requires enormous discipline, work, and change; yet it is filled with excitement, experiences and discoveries that can bring us to a new and better place if we are open to possibilities and focus forward.

"This book may help save your life or that of a loved one. Judi Moreo "gets it." She understands that the question is not "what kind of treatment do I undergo?" but rather "how do I heal myself?" Her personal experience with cancer taught her to recognize that recovery from chronic illness is often a recovery from an unhealthy life in many respects. With humor, grace and courage, she addresses the physical as well as the mental, emotional, psychological and spiritual needs for recovery in an easily accessible, practical way. Whether you are looking for help to reclaim your health from cancer or any other illness, let Judi be your guide."

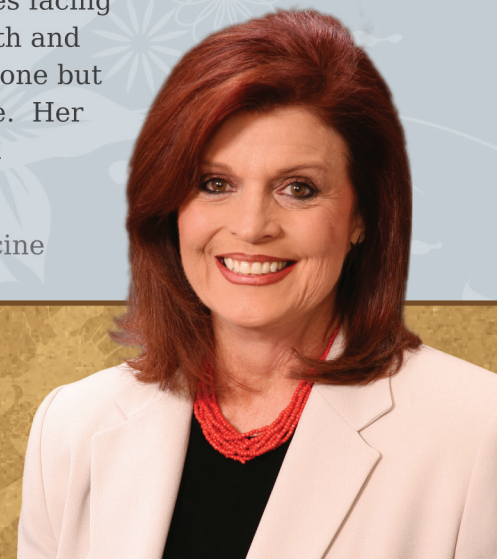
- James Sensnig, N.D., Founding President, American Association of Naturopathic Physicians; Former Dean, National College of Naturopathic Medicine; Founding Dean, College of Naturopathic Medicine, University of Bridgeport, Connecticut; cancer survivor

"This book is a must for those facing cancer and for those who have loved ones facing this fear-filled disease. Judi writes from the heart -- telling her story with truth and emotion. She highlights her course of action, not forcing her opinions on anyone but truly providing options to conventional cancer care that are sound and doable. Her recommendations for nutrition therapy and exercise are quite impressive and fact-based."

- Julie Freeman, MA, RD, LD, Licensed Nutritionist, Integrative Medicine

This Book and Others Now Available Online!

www.JudiMoreo.com





THOUGHTS ON LEADERSHIP

BY JOAN S. PECK



My first memory of leadership is when my older brother of nearly 5 was the leader marching around the house trailing Cheerios along his path, with my twin sister and me following behind shrieking and laughing while stepping on and crushing as many of those little circles as we could!

Is everyone who has willing followers really a leader? Does simply having followers make for an effective leader? I daresay that my mother probably

thought my brother had long-term effectiveness when our actions caused her to continue to find Cheerios in the depths of the couch for months afterward. But, what is true leadership about?

No one really does anything all on his own, and we know that there is strength in numbers, so the assumption would be that “no man stands alone.” Yet, there has to be something within leaders that urges them to express themselves by speech, written words, pictorial vision, stance or action that demands a reaction

from others. And, they have to do it without the fear of consequences. By doing so, that confidence of their beliefs is often the attraction that draws others to them. Sometimes that comradery is short-termed, particularly if a problem or situation has been solved, while other times it seems to go on forever, like the conflicts in the Middle East, perhaps with different aspects changing over time.

Most leaders develop a real sense of power that can be positive if used to the benefit of others; or their power

can lead to negative behaviors such as when it affords them financial gain at the expense of others or their power creates a blindness to morality or a code of ethics thereby expressing a sense of entitlement which has no bounds. We see this often when those engaged in politics and in sports cross those lines. As a whole, we as a society equate leadership with power conveyed as money power. This limits us to view leadership as less than a particularly good thing.

I realize that leadership is a very personal concept, and those of us who consider someone else a true leader usually can relate and agree to the leader's philosophy in some way. For me, the true leaders of our world are those who recognize that we are all one – each the other – and don't necessarily need to rant and rave about their beliefs but rather go about their business in a less showy manner. For example, Mother Theresa.

Yet, I am also very aware that as a society, often it is the "squeaky wheel that gets oil." The greatest concern of mine about this is that we are immersed via the media in seeing our supposed leaders who have an agenda and contrasting ideas being accusatory, unkind, and disingenuous toward others who don't agree. There is a greater sense that you have to fight for your ideas and being uncivil about opposing ideas is okay, which is anything but how a true leader behaves.

If you look back in history to your favorite leader or even at today's leaders, they seem to have similar qualities which have carried them to success. See if you agree.

1. Honesty
2. Ability to delegate

3. Excellent communication skills
4. A sense of humor
5. Confidence
6. A sense of commitment
7. Positive attitude
8. Creativity
9. Intuition
10. Ability to inspire others

The common traits of a courageous and effective leader, according to Susan Tardanico, CEO in Residence at the Center for Creative Leadership, are the following:

1. Confront reality head-on
2. Seek feedback and listen
3. Say what needs to be said
4. Encourage push-back
5. Take action on performance issues
6. Communicate openly and frequently
7. Lead change
8. Make decisions and move forward
9. Give credit to others
10. Hold people (and yourself) accountable

All I can say is that I am very impressed when someone can do that – and do it without ego.... or Cheerios.



ABOUT THE AUTHOR

Joan S. Peck is the author of several spiritual books and a contributing author to two of the Life Choice books. She has a new book coming out this year – ***Prime Threat - Shattering the Power of Addiction***, a book written with her son from the other side.

Joan may be reached at:
(702) 423-4342
joanpeck39@gmail.com
www.bejeweled7.com

“It’s not your position that gives you power - it’s your behavior.”

Nan Russell
Author, The Titleless Leader

HAVE YOU EVER FELT STUCK?

Have you ever been stuck? Felt like no matter what you do, you just can't get ahead? Do you ever think you should be more successful by now? Are you struggling with finding your life purpose? Are you disappointed and discouraged with where you are or where you seem to be headed? Do you feel like you were created for something more, but don't know what?

If so, let Judi Moreo be your coach and mentor. Judi will provide the tools and techniques you need to achieve your desired results and she will hold your hand through the process. She will work with you to design a program specifically for you to take you from where you are to where you want to be.

Not only will you receive guidance and feedback, you will benefit from Judi's extensive background in leadership, management, image, presentation skills and service. Her insights and guidance will help you become who you want to be and present yourself as you want to be seen.

For more information, call Turning Point International at (702) 896-2228 and speak with Judi personally about the possibilities for you.



As an international business leader, Judi knows firsthand what it takes to be successful. She has owned and operated businesses in both the United States and South Africa. In addition, she has spoken, consulted and presented both keynote speeches and training programs in 28 countries on four continents.

Judi is an accomplished author with 10 books to her credit, several of them award-winning best sellers. She has been a journalist, model, finishing school and model agency owner, a professional speaker, a corporate executive, an entrepreneur, a consultant and a cancer survivor.

Around the globe there are many men and women whose lives are a testimony to Judi's personal and professional success. It is no wonder that she has a collection of awards, but to her "life is not about awards. It is about the reward of making a difference in another person's life." And that she has done over and over and over again.



JFK & ME

BY CIE MARCHI

It was January 20th, 1961, and on that day, my grandmother was having a birthday. My mother prepared a cake, lit the candles, then sang the traditional birthday song. Grandma blew out the candles then cut the cake. Mother scooped vanilla ice cream on top of each slice of happiness.

This is my assumption, as I was not yet born. Though I suspect the conception of what turned out to be me occurred on or near Grandmother's birthday since I was born mid-September—another slice of happiness.

I arrived too late to hear the words: *"Ask not what your country can do for you. Ask what you can do for your country."* John F. Kennedy's inaugural speech is as timeless as his leadership for America and the globe. *"...the world is very different now."*

After fifty-three years, it's not much different: it's more passionate, more unpredictable and the gap between the wealthy and the poor is wider. Our fears remain the same weakening humanity, causing us to recoil then shut our doors, or fear can invoke heightened determination. We continue to lean on hope for envisioned personal and global peace.

Man still holds *"...in his mortal hands the power to abolish all forms of human poverty and all forms of human life."* JFK's speech reminds me that I am heir to

our current day revolution. Therefore, I asked myself, what can I do? What act of leadership—the passing of confidence, engagement or action—can I provide?

"So let us begin anew—remembering on both sides that civility is not a sign of weakness... (it's a sign of)...survival and the success of liberty."

With limited education and financial resources, I scale down my hope of achieving great feats to aid humanity. Therefore, I elect to inspire others on a local level. Demonstrating a positive attitude, I acknowledge, compliment and encourage others toward meeting their individual goals. Exhibiting a lifestyle of frequent exercise and a healthful diet, I practice balance between the demands of my personal and professional life. Armed with commitment, I augment my mind, body and spirit. Witnessing my life's purpose and achieved goals, my community can recognize my stability and strengths.

"Let the word go forth from this time and place, to friend or foe alike, that the torch has been passed to a new generation of Americans..."

Ask yourself: What cause impassions me? Locally, can I create or lead an existing charitable organization? In my school district, is there a student or classroom that needs mentoring? Is there an elder needing assistance?

It matters not if you are wealthy or well-educated. What counts is seizing

action with gusto to build a climate of usefulness, developing a platform that encourages others.

Supply one person—just one—with strategy, a plan of action to realize his or her aspirations. Inspire your neighborhood to gather as loyal and faithful friends. Pilot a cooperative volunteer program in your community. Lead by example, reducing the distance between allies and enemies while fostering achievement and victory because, my friends and foes, your leadership, and your enthusiastic counsel will guide others toward the strength necessary to excel at becoming leaders themselves.



ABOUT THE AUTHOR

Living in Alaska for 18 years, Cie Marchi experienced many rare sights, sounds and encounters with wildlife. These unique events compelled her to write and teach, building confidence and self-reliance among youth and adults. Now, living in Eastern Washington, Cie enjoys co-facilitating the Chelan Writers Group. She writes children's books, movie scripts, non-fiction humor and novels. One of her standing philosophies is "Teach where you can." www.cmarchionline.com

Homemade Leadership

*Take from your shelves your individuality
Drop it into a well of unity*

*Mix in a selfless dose of altruism
Cultivate gently with awareness and inspiration*

*Fill every individual with encouragement
Simmer until each rises with confidence*

*Serve with joy, celebrating action and the
results of your participation.*

*Serves: All of humanity—another slice of
happiness*

BEING A LEADER ISN'T FOR EVERYONE

BY LAUREN MCLAUGHLIN

“

Lead me, follow me, or get out of my way. — General George Patton

Being a leader isn't easy and not just anyone is cut out to be a leader. History is rich with stories of people who rose to leadership positions based on their abilities to be a good follower and then failed when it was their turn to lead.

So what does it take to be a leader? Let's take a look-

L - Loyalty – Once one commits to leading a project or a cause, an absolute loyalty to that cause and to that commitment is essential.

E - Energy – A leader must be energetic in moving toward the completed goal and not just sporadically energetic, but consistently energetic.

A - Attention – A leader must be willing to keep his or her attention focused on whatever the goal is and not allow distractions that can disrupt or delay the trajectory to the finish line.

D - Desire – The internal desire for the success of the project, held in the mind and the heart of the leader, must always surpass that of the other team members, individually and collectively or they won't be effective followers.

E - Enthusiasm – The enthusiasm projected for the project or program by the leader to the team is essential and must be renewed and displayed regularly until the goal is completed.

R - Respect – Respect for the leader's own abilities and commitment must be innate to his or her nature, as well as respect for the work of other people involved in the program.

Before you step up to the commitment of leadership, you might ask yourself if you really want to be a leader. If the answer is yes, then explore these 6 attributes of leadership to see which ones might need some attention.

But, if the answer is no – don't be alarmed or even surprised. Every leader has to have good followers, dedicated and capable team members; caring supporters to accomplish his or her goals, and sometimes many.. So, let's also take a look at the attributes one must have to be an effective follower.



Lead



Follow



F – Freedom. A good follower cherishes the freedom to choose which projects he or she wants to support and the freedom to say “no” to those that are not appealing.

O – Opportunity – A good follower actively embraces the opportunity to select a good leader to follow and also relishes the opportunity to grow and learn under the skilled leadership of that person.

L - Love – A good follower chooses only the work he or she loves to do instead of settling for work just because it is there.

L – Learn – A good follower appreciates the chance to listen to the direction of the leader and to learn through the process.

O – Open – A good follower is consistently open to new ideas and strategies proposed by his or her leader and does not stay mired in the past way of doing things.

W – Willing - A good follower offers suggestions for processes and programs to move the project to conclusion, but in all cases (unless something unethical or illegal is being proposed) is willing to support the decisions of the team leader.

E - Energy – The energy level of the follower should always match the energy level of the team leader.

R- Respect – Mutual respect between the follower and the leader is absolutely essential.

Personal satisfaction is the key to choosing whether or not to lead or to follow. As long as you love what you do and do it well, the Universe will not only support your decision, it will provide you with all the tools you need to fulfill your purpose.

“Lead, follow or get out of the way!”
The choice is always yours.



ABOUT THE AUTHOR

Lauren McLaughlin is a speaker, teacher, writer, retreat facilitator and author of “Go to ELF! – Connecting With The Eternal Life Force,” a book that offers the reader an opportunity for both entertainment and self-realization. An ordained Unity minister, Lauren lives in Clearwater, FL with her husband John and their cat, ELFER.



**Resilient Survivor
Available On
Amazon.com &
Barnes & Noble**

Resilient Survivor

*A true story of GROWING through
BETRAYAL, DECEPTION and LOSS*

BY MARLENE LIVINGSTON CURRY

“This is a book about love, betrayal, and a mysterious death. The author, Marlene Livingston Curry, shares her personal journey through devastating circumstances in order for us to understand she has been where we are, hurt as we hurt, and felt complete devastation from the secret betrayal of the person she loved the most. She then shows us how to reclaim our self-worth, resolve the shame issues we may be dealing with, and rise to new levels of self-confidence, happiness, and success. Within these pages, you will find practical ways to meet challenges, overcome difficulties, and give up any feelings of brokenness.”

—Judi Moreo, author, *You Are More Than Enough*

“This book is both inspirational and practical. It is the kind of book you will keep close at hand, refer to often, and actually use. It is full of simple, yet profoundly effective techniques that anyone can use to regain and maintain self-worth and confidence.”

—Mary Monaghan, author, *Remember Me?*

“This is a book I will keep and give to others, to my friends who are grieving. Marlene writes from a calamitous experience and offers advice of various ways of coping with the issues following the death of a loved one.”

—Kathie Slaughter, Retired teacher

WWW.MARLENECURRY.COM

Marlene Livingston Curry is available for lectures and workshops based on her book *Resilient Survivor*.

EMAIL MARLENE
marlene@marlenecurry.com

SERVING WITH CONVICTION: THE GIFT OF LEADERSHIP

BY DELORES RAMSEY MCLAUGHLIN

The leader who leads and serves well is an inspiration to those who follow. The leader is the individual whose followers believe and turn to for guidance in making decisions based on what is expected of them.

The leadership role consists of the leader setting a standard of loyalty for the followers and developing trusting relationships with individuals that value their expertise. However, if the leader decides not to look out for the best interest of followers and those individuals whose lives depend on the leader's effectiveness, this incidence can lead to a devastating experience both physically, mentally, and spiritually for those individuals who trust the leader.

Serving with conviction requires inner and outer mind balance, self-awareness of strengths and weaknesses, investing and mentoring for other servant leaders, and the call of humanity.



As a professional nurse, I understand the importance of developing a trusting relationship with patients, their families, and certified nursing assistants who I direct throughout the day. On one occasion, while working at a local hospital in Phoenix Arizona, a serious discussion about nurses being allowed to wear acrylic nails (artificial nails) while caring for patients came up. The clinical director initiated the conversation.

“Nurses are considered “Angels of Mercy.” said the clinical director but what if the “Angels of Mercy” become the cause of death for a patient?”

Although, the acrylic nails were fashionable and many nurses loved wearing the acrylic nails, the patient was in harm’s way because of a possible infection called Pseudomonas which is a green fungus that forms under the acrylic nails which has caused some cases of partial amputation of the nurse’s finger and serious infections for the patients.

What was my responsibility as a leader? How can I work with my staff and protect my patients from getting an infection at the same time?

The serving leader “input” must match

up with the serving leader’s “output.” What the leader says must be a testimony to what he does. The serving leader serves the follower which is considered a calling instead of merely a job. The serving leader is serving the followers for the benefit of the follower’s life improving because of being served and encouraged.

The leader who serves with conviction is a leader that is aware of personal beliefs, values and attitudes toward life occurrences. The serving leader understands self-awareness as the key to better serve others. Serving with conviction involves the leader being knowledgeable about strengths, weaknesses, and how to deal with those who follow their leadership.

The leader who serves with conviction looks at ways to incorporate other servant leaders. The serving leader encourages their followers to become servant leaders by following the example of the current serving leader. For example, the follower’s trust the leader and consider the leader to be a role model and inspiration for the followers which is an incentive to become a servant leader.

Serving with conviction requires an

inner self-connection and a supernatural experience in serving others. The serving leader realizes leadership is a gift of hope, possibilities, safety of followers and development. Leading with conviction means the leader thinks less of self and more of fulfilling the greater call of humanity through transformation and lending a helping hand.



ABOUT THE AUTHOR

Delores Ramsey McLaughlin is a motivational speaker who inspires audiences from corporate to faith based. She has a gift of making the most serious topics become less intimidating and more accepting. The founder & executive director of “All Out Communication” and “Freedom-N-Christ Ministries,” she teaches effective leadership skills, conflict management, strategies to successfully pursue your dreams and how to bridge gaps between cultural and religious differences.

Delores may be contacted at: Post Box 8205, Phoenix, Arizona 85066 or nthaeeyz@cox.net

LIFE IS ABOUT
CHOICES. TUNE IN
AS JUDI PROVIDES
INSIGHT ON THE
ROLE **CHOICES** PLAY
IN OUR **LIVES**

CHOICES
WITH JUDIMOREO

blogtalkradio.com

Guest Call-In: (917) 889-7851
blogtalkradio.com/judimoreo

MONEY MATTERS FOR WOMEN



BECKY BUCKLEY, CFP®

As a Certified Financial Planner®, Becky Buckley has helped clients with the American dream of securing “Financial Independence” for the past 27 years.

In her role of Certified Divorce Financial Analyst,™ she has worked with countless women to devise their best financial strategies to relieve the stress of divorce.

If you learn and apply the simple basic techniques that she shares — you can have the opportunity of “Financial Independence.”

To book Becky to speak to your organization, contact:

Buckley Financial Strategies Group

Strategic Portfolio Advisors

Becky Buckley CFP®
Certified Divorce Financial Analyst™

10161 Park Run Drive Suite 150
Las Vegas, NV 89145

702 460-3318
Fax 702 515-7401

Did you know that despite the progress women have made, 90% of them feel financially insecure?

How empowered do you feel about *your* finances?

Do you have enough money to last a lifetime?

Who will take care of you if you become ill?

How can you balance caring for your family and building your career?

Let Becky Buckley show you how you can be empowered, motivated and confident about money.

- Prioritize your financial goals
- Manage your living expenses & debt
- Create a retirement plan
- Save for your children’s education
- Plan for long-term care
- Achieve your financial dreams!

Becky brings her knowledge, experience and support to every woman who engages in this knowledge building process with her. She has a wealth of wisdom, money-making secrets that could change your life and commitment to your financial freedom. Becky genuinely cares about your goals and success.

Contact Becky today to take your first step toward financial security. Give yourself the gift of peace of mind now!



CHOICES MAGAZINE
SPRING ISSUE 2015

A FINAL NOTE FROM JUDI MOREO

You don't build anything out of luck. Leaders build out of vision, out of their ability to see the whole forest while others only see only the tree in front of them. Never lose sight of the big picture...never be side tracked by urgent trivialities. Conserve your energy for things that matter. Don't engage in activities or confrontations which don't contribute to the bigger plan. Regularly, rethink what you are doing.

If you want to accomplish your mission, you must forget about how things have been done in the past and use your creative abilities. If your dream can't be met by existing tools quickly enough, you must find or invent new tools. You must master all the tools of your trade. And, you must always find out what is the latest tool out there. If you don't, you will soon be obsolete.

Leaders are brave. You must learn to conquer fear or fear will enslave you.

Only those who are willing to face risk head-on and outstare it will achieve success. Don't succumb to the fear of the unknown. Face your choices and realize that sometimes the right choices are the most difficult ones. You are more than enough!

Judi