

Speak On Your Feet™ YOUR Career Communication Advantage

Career Prospectors



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*There's Magic in
Everyone!®*

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Meet the Wizard

Gloria Thomas is often called The Communication Wizard. As a communication strategist, she developed the *Speak on Your Feet™ Method* for customer service, communication and leadership training. She delivers custom training and consulting solutions, speaks at various association conferences and works as a personal and leadership coach for select clients.

Her background includes work in sales, sales training, and management during which she received many awards, including a national award naming her “Sales Manager of the Year.” In 1993, she established her own company—Wizard Workforce Development. She has published many articles and an e-newsletter: *The Wizard WIRE*.

Past clients include Henrico County, Bon Secours, HCA, Hunton & Williams, City of Richmond, the U.S. Navy, HUD, Capital One and Bank of America.

Gloria’s book, *Speak on Your Feet: Powerful Communication for Productivity, Profitability & Growth!* is scheduled to be published in early 2010. This book details the unique approach she uses to help organizations and individuals significantly improve communication, leadership and customer service.

She has been an adjunct faculty member with the School of Continuing Studies at the University of Richmond since 1995. Gloria served as the 2005-06 President of the Virginia Chapter of the National Speakers Association. She developed and directed the Pro-Track Mentoring Program for NSA-VA in 2006 and served on their board of directors for nine years. Her family includes husband Chris, two sons and two pups.

Who Needs a Wizard?

In addition to working with large organizations and speaking at a variety of meetings, retreats and conferences, Gloria works one-to-one and in small group settings to help individuals who want to make dramatic improvements in their professional communication skills and/or work on strategies to communicate more effectively in the workplace.

Email gloria@wizardinc.com to learn how you can receive a free, 20-minute, introductory coaching session.

Gloria can be reached through her website: www.wizardinc.com
Follow daily Wizardisms on Twitter - [Twitter.com/wizardisms](https://twitter.com/wizardisms)
Call her at **Wizard Inc.** 804.674.6111.



Speak on Your Feet™ - Your Career Communication Advantage

Communication skills can make or break your job search and can predict your level of overall career success. Communication skills consistently rank among employers as the number ONE job skill they look for in choosing candidates to hire or promote.

In this program, Communication Wizard Gloria Thomas will cover some of the keys that can give you a communication advantage. She will also help you to avoid the communication pitfalls that can derail your efforts to land a job.

Topics covered will include: using targeted questions, taking control of a conversation in a positive way, communicating clearly and concisely, using telephone and voicemail effectively and building networking skills - especially for introverts.

The moment one definitely commits oneself, then Providence moves, too. All sorts of things occur to help one that would never otherwise have occurred...all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now.

–Goethe, German philosopher

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In other words:

Remember what happened to the Wicked Witch of the West when she tried to take the slippers from Dorothy's feet? If you try to use this information in any way without prior written permission, you will get "burned"! Be an original—maintain your integrity—develop your own material. Speak from YOUR heart and YOUR mind and YOUR experience and you will be a master instructor.

Call: 804.674.6111 or email gloria@wizardinc.com for information about teaching this class or licensing materials for your organization.

Building YOUR Communication Advantage

1. Reflection: The Pronto Pity Party

Progress always involves risk; you can't steal second base and keep your foot on first.
Frederick Wilcox

2. Refocus to reveal your positive attitude

When everything is clean-clear in your own mind, nobody can create obstacles for you.
Lama Thubten Yeshe, *The Bliss of Inner Fire*

3. Reinvention: Start with your communication skills.

The purpose of our lives is to give birth to the best which is within us.
Marianne Williamson

4. Go Retro, while moving ahead.

Create the kind of self that you will be happy to live with all your life. Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement.
Foster C. McClellan

Yes, risk-taking is inherently failure-prone. Otherwise, it would be called sure-thing-taking. Tim McMahon

The life you have led doesn't need to be the only life you'll have.
Anna Quindlen

The Grandparent

Nothing influences people more than a well-placed, clearly stated compliment. This is especially true when the praise is specific and/or public. Praise is effective whether delivered in a workplace, a family or a volunteer organization. Look for the good in others, then point it out.

Rationale: People have a deep need to be appreciated and acknowledged for their contributions. Almost everyone desires to be recognized by someone else for what they bring to a situation by their presence and contributions. This means that when you verbally identify and praise them for something they do well (particularly something that others have perhaps not noticed or acknowledged) they will then work even harder for you. The biggest complaint in most workplaces is “I’m not appreciated.” This perceived lack of appreciation leads to dysfunctional work patterns.

Challenge: This takes a little attention, thought and time. For some people it comes almost as second nature and for others it takes an awakening of sorts. It must be genuine, because phony sounding praise is ineffective. It can even be overdone, to the point of sounding condescending. In the workplace, it’s never appropriate to treat a co-worker as a child.

It should be specific to the person and what they do (or did) well, or it can fall short of connecting with that individual. Beware of singling out one person in a group or on a team as the “pet” and make others feel left out.

Typically used in: Unfortunately this is NOT typically used - and that’s a problem! However, The Grandparent should be used constantly. Whether at a checkout counter, at work, in your home, on the phone, or in an email message; make someone’s day - give them a compliment.

What wisdom can you find that is greater than kindness?

Jean-Jacques Rousseau

Better to set the needles of your compass to the magnetic pull of kindness than to contempt.

Patricia O’Hara

Adapted from the upcoming book: Speak on Your Feet: Powerful Communication for Productivity, Profitability & Growth

The Grandparent, continued

Positive ImPowerment Lines:

You really helped me when you

When you gave me the referral, this is what happened. I so appreciate your help!

I appreciated your patience when....

You really helped me when.....

I appreciate so much the

You keep us on track because you

I can't thank you enough for

Everyone here owes you a debt of gratitude for

You amaze me!

Everyone at has been talking about what a great job (name) does!

You're the best!

I'm in awe of the way you handled the

You have the nicest smile.

You are terrific at juggling so many things at once.

Scenarios:

You have a co-worker who appears to be insecure at times. She is hard on herself when she makes mistakes, but seems to genuinely want to do a good job. In front of other employees you say to her, "Jenny, you have made such a difference in our department. Customers are giving us great feedback on your work - thanks for going the extra mile for them."

John, the administrative assistant for your trade association is doing the bare minimum to earn his monthly fee. There are things he could do more effectively and there are additional duties the board needs him to take on. As the new president, you begin a campaign to "work on" John, after discovering that he responds well to positive feedback. Instead of keeping him "hidden" you bring him to the front in meetings to thank him publicly for his contributions. After each new responsibility you give him, you send an email compliment and let him know via phone calls and input from other board members, that he is a valued member of the team. He blossoms! (This is based on a true story!)

Adapted from the upcoming book: Speak on Your Feet: Powerful Communication for Productivity, Profitability & Growth

The Journalist

Ask more questions.

Rationale: There is nothing as powerful as a well-placed question. Increasing the number of questions is said to double the information you obtain in a communication scenario.

Challenge: To keep questions constructive and not cause your co-communicator to feel “grilled.” Constructive questioning is the key to this. Keeping questions constructive in tone requires practice. We must overcome the negative connotations that have been attached to questions. They are not used often enough. For some reason, many people think that asking questions indicates either intrusiveness, stupidity or weakness.

Typically used in: Questions can be used effectively to deflect anger, to probe for more information, to LEARN, to open up new arenas of understanding and dialogue, to explore, to dig deeper into a topic, to allow time to process more information before asserting oneself again the opportunities for using questions are virtually infinite!

Positive ImPowerment Lines (virtually ANY question can fit here):

Would you like to schedule time to meet? We can see whether this is a good fit for us both.

What do you think would be a fair way to resolve the outstanding issues?

Where do you think we should go from here?

Why do you ask?

Why would you like to know?

How do you see this?

What do you want me to do about this?

Is this making you feel uncomfortable? I want you to feel supported.

What additional information can I give you that would help you to make a decision?

How does this fit in with what you said earlier?

What do you think would be the best way to handle this?

Would you agree that...?

What makes you think this is the best approach?

Am I correct in thinking that you are suggesting that we.....?

Are you able to hold for minutes?

What has caused you to come in late recently?

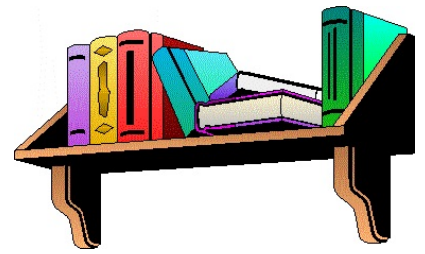
Scenarios:

You're presenting information in a meeting and someone asks a convoluted, unclear, multi-layered question. You can say, “Let's break that down - what is the first point you would like more information on?”

A colleague asks, “What are you doing tonight?” You can respond, “Why do you ask?”

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Recommended Reading



Made to Stick: Why Some Ideas Survive and Others Die...

Chip Heath & Dan Heath

The Highly Sensitive Person: How to Thrive When the World Overwhelms You

Elaine N. Aron

Feel the Fear and Do It Anyway

Susan Jeffers, Ph.D.

Free! Why \$0.00 Is the Future of Business

Chris Anderson

Enlightened Leadership: Getting to the Heart of Change

Ed Oakley & Doug Krug

The Leadership Challenge

James M. Kouzes and Barry Z. Posner

Please Understand Me II

David Keirsey

Influence: The Psychology of Persuasion

Robert B. Cialdini, Ph.D.

The Power Principle: Influence with Honor

Blaine Lee

Don't Sweat the Small Stuff and Don't Sweat the Small Stuff at Work

Richard Carlson, Ph.D.

Dealing with People You Can't Stand: How to Bring Out the Best in People at Their Worst

Dr. Rick Brinkman & Dr. Rick Kirschner

Keep looking ahead, to anticipate changes in the economy & job market.

The most profitable company in 1972 was General Motors. James O'Toole, citing a study, summarizes the GM administrative model for decision-making that year, which included:

- Cars are primarily status symbols and "quality" is only a secondary concern.
- Foreign competition will never comprise more than 15% of the American market.
- Energy will always be abundant and cheap.

My Notes: