

# Monica Wofford, CSP

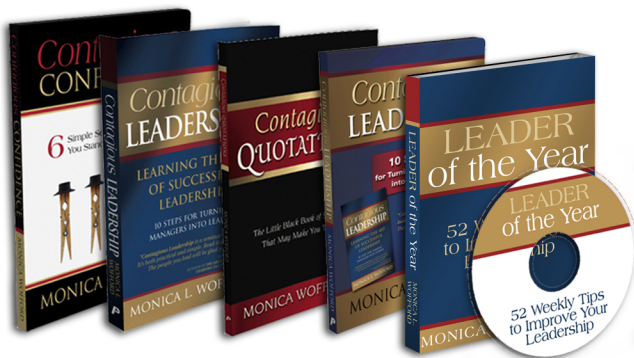
“Experienced Key Note Speaker! Provides Humor, Skills, and Relevant Leadership Results!”  
...with Monica, you really can have it all!

Audiences like yours will be **captivated, connected** and **ready to act** when they hear Certified Speaking Professional Monica Wofford. THEY WANT MORE! **85%** of Monica's clients **request her again** or refer her to others. Through her real world experiences as a manager from age 18, a CORE® MAP Coach to high achievers, a College Professor, Conference Coordinator, Regional Training Director for a Fortune 500 company, author, and accomplished Key Note speaker, Monica combines her knowledge and skills with her degree in Speech Communication, **MBA**, and extensive education in **personality profiles**, to deliver **high energy sessions** that provide not just rah-rah, but true leadership development. Her presentations and skills are truly contagious!



“The “Contagious Lady”, as we call her, was more than just a shot in the arm!”

## Contagious Learning Resources Authored by Monica Wofford



*In her professional career, Monica has excelled in leadership, training, communication and more:*

- Gave her first key note speech to more than 8600 high school and college students in 1989.
- Supervised five training teams over a five state territory, responsible for training more than 5,000 customers as Regional Training Director.
- Won 3 Area Sales Manager Awards and was awarded Top Contributor of the Year, both as a manager and trainer

Contagious  
COMPANIES™

Monica founded the Orlando based training firm, Contagious Companies, Inc., in 2003 and continues to serve clients worldwide with her unique brand of contagious enthusiasm and consistency. Monica believes that, “As leaders, everything we do, say, believe and how we behave rubs off on others and the key is to make sure you’re giving those that report to you what you want them to catch.”

*“Monica was great! Her enthusiasm and sense of humor were contagious. She makes you really feel like you have the ability and new knowledge to make changes”*

*J. Thompson, United Way*

## “Real World” Leader and Contagious Leadership™ Speaker!

Monica Wofford understands the difficulties leaders face and shares relevant stories, examples, and skills with the middle managers and executives in your audience. Her perspective on the real issues, as well as the humor in those issues, helps the leaders you work with to be themselves, lead themselves, and lead others to stay longer, complain less, and produce more.

*“Monica was exceptionally relevant and effective. She involved the audience very well and we still use her techniques today.”*

*M.Baggerly, U.S. Mint*

Wait, there's more...

# Monica Wofford, CSP

Key Note Speaker, Author, Trainer

*"Whether it was Monica's passionate delivery or her persuasive skill at keeping your mind in overdrive, the learning experience was a flight into a land of creative learning. I will be using what she taught us for years to come."*

K. Breetz, *Walt Disney World*

## **Contagious Leadership™: 10 Real Remedies for Managers Promoted but Not Prepared**

You'll be inspired to prepare for your promotion or watch those managers you lead transform from mediocre to magnificent leaders, focused on the growth of employees instead of growing the size of their office. She shares the ten steps to leadership success, including WHO employees really work FOR, and the humor, yet value in leading the "voices in your head" before you lead other people!

### **Audiences RAVE about the following elements of Contagious Leadership™:**

- \* Why a bigger title and bigger office does not make a better leader
- \* What it takes to REALLY be a leader
- \* The importance of mind-set AND skill set building
- \* Why does influence work more than authority or power?
- \* How do you coach employees who are doing it well, but could be better?

## **Contagious Confidence™: 3 Secrets to Being You and Leading You!**

We all talk to ourselves, right? Admit it... you talk to yourself, don't you? What you say in your head determines whether other people want to be around you. Monica will transform your negative "Neds" and "Nellies" into productive colleagues aware of what they say to themselves and how those voices lead, guide, and direct what they say and do to others. Contagious Confidence™ affects how you perform at work, how you believe in yourself, and how you work with others!

### **Audiences RAVE about the following elements of this presentation:**

- \* What the "voices in our head" do to our actions and behaviors
- \* The truth about dealing with difficult people who are really just different
- \* Why we "click" with some and not with all of our colleagues
- \* The power of understanding our own personality traits



*"This was the first time I have left a seminar thinking I would use and be excited about the material. I can't wait for my next presentation with Monica!"*

*-Bill Rogers-  
Advantage Rent-A-Car*

**How soon will you schedule a course and be able to apply what you've learned?**

**Just a few of Monica's satisfied clients,  
Add your name to the growing list!**



Hallmark  
Hormel Foods  
Olympus  
Orlando Health  
FAA  
US Mint  
US Navy

NIST  
Cabela's  
State Farm Insurance  
Combined Insurance  
Blue Cross Blue Shield  
United Health Care  
Dept of Homeland Security

University of Phoenix  
Fabricville  
Bath Fitter  
Transportation & Safety Admin  
AT&T  
Estée Lauder

# Key Note Speaker, Trainer, Coach and Author

**Monica Wofford, CSP** founded her training career and her company on the premise that a leader does not have to be born, but can be developed. As the CEO of Contagious Companies, Inc, a seven division Orlando based training firm, Monica serves not only her clients, but also the team of people she has the privilege of leading. She embodies the characteristics she teaches. Monica has led talented employees and teams for more than 20 years, serving as store manager, area sales manager, state trainer, training manager, regional training director, and now CEO and business owner.

Previous companies where Monica practiced and grew her real world leadership experiences include The Sharper Image, Casual Corner, Petite Sophisticate, Foley's, Houston Celluar, Bell South Mobility, and AT&T.

The author of *Contagious Leadership*, as well as numerous other books and learning tools, Monica has been called "The best trainer ever seen!" The fun her clients experience and the skills they learn are based on Monica's strategies, techniques, and powerful insights into effective leadership. Whether in a key note speech, half day training, or completely customized curriculum package, her presentations and coursework masterfully transform managers and employees into people who lead better, stay longer, complain less, and produce more.



"Monica's audience members learn more while laughing!"



Monica Wofford, CSP

Wait, there's more... 

# Monica Wofford, CSP

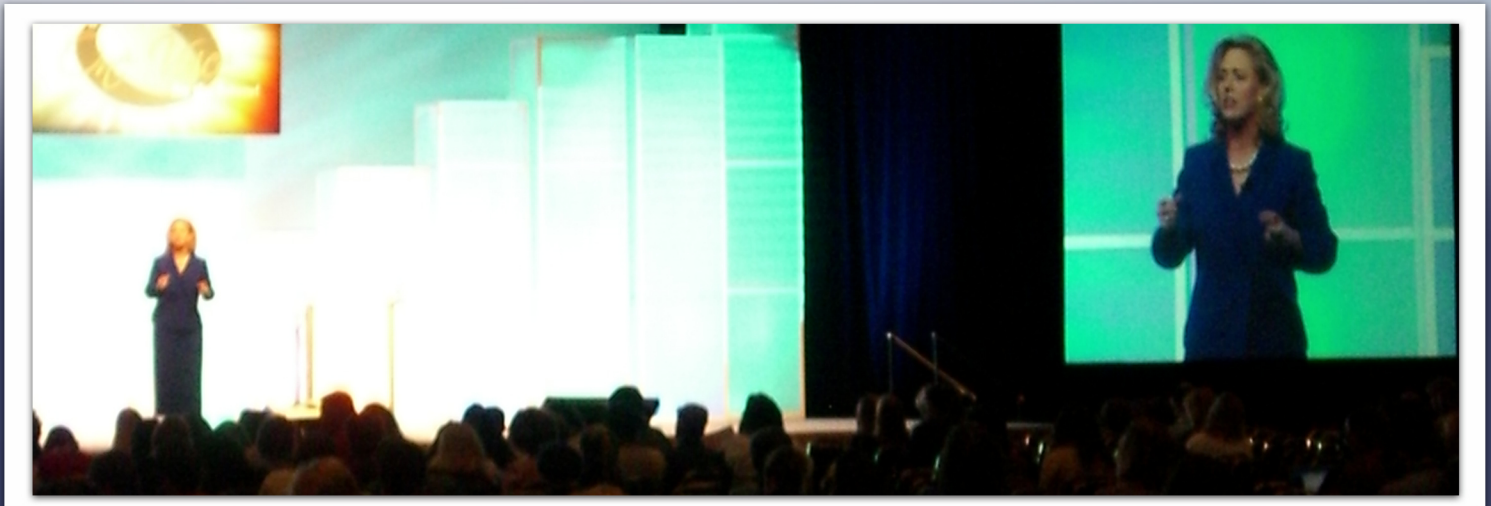
*Key Note Speaker, Author, Trainer*

Monica has had a role in or coaching or leadership since 1990, though she began her Key Note speaking career part time in 1989 with her first key note to 8600 fellow students. She has been nominated twice as a Woman of Distinction by the Girl Scouts Citrus Council and even a well known Vice President of the United States has complimented Monica on her first book: *Contagious Leadership*. Monica has an MBA, numerous training certifications, and a CORE® Profile Coach certification but her greatest joy comes from helping others catch their own sense of Contagious Confidence™ as their Contagious Leadership™ skills improve.

Outside of the office, Monica has served as an adjunct instructor with The University of Phoenix, President of the board of Freedom Ride, President of the Central Florida NSA Chapter, and an amateur polo player. She is a dynamic coach for those who struggle with their job, their lives, or the “voices in their head”. Even she, with her big Texas hair and her love of horses, finds that sometimes she must be her own coach and look within. Who better to provide training and speak to your group, than a woman who runs a business, has a life, and has actually had to organize the voices in her own head as well as those she leads.

Her proven track record of behavior change and client satisfaction, makes Monica the right choice for your next speaking or training event. You'll not only enjoy watching her in action at your event, you'll delight in working with her before and after your event's great success.

*“Sometimes Monica will stay on the stage, but often she'll walk around in and among your audience members truly engaging them in the topic and presentation.”*



# Master Trainer and Instructional Designer

## Does your organization employ 'drive-by-training'?

Not only does this **NOT** work, it serves as the “campaign of the week”, creating the impression that training is like a flash in the pan or a vacation that won’t last long. They won’t remember “drive by training”, but they will remember Monica and the skills she provides in her **RESULTS FOCUSED** training sessions.

Employees endure typical training courses and then go right back to doing what they have always done. But, **Monica Wofford, CSP**, provides exciting, insightful, fun, and purposeful training that works, that you can measure, and that develops skills worth catching. It’s contagious for your organization! Watch the skills spread to the entire team and start to see positive changes immediately.

**Improve the skills of your organization with the following steps:**

<i>Determine</i>	<i>Design</i>	<i>Delivery</i>	<i>Discover</i>
Assess skill gaps of participants using the CORE® Profile	Build outline for client approval inclusive of relevant and specific real world examples	Determine ideas on or offsite venue for courses.	Receive regular follow up action steps and reminders
Gain consensus on needed skills and behavior changes	Incorporate learning modalities appropriate for optimal participant retention	Facilitate individual CORE® Profile results just prior to coursework	Complete CORE® Progress Report showing measurable behavior change
Finalize what you want participants to do differently as a result of the training	Combine adult learning methods and activities to stretch the group	Enjoy a high energy, high relevance day of learning and practice	Watch the new behaviors come into play in your office and see powerful changes take place seemingly effortlessly.

*“ Monica was engaged to help us develop a comprehensive leadership training program...she developed 26 modules providing three stages of training development. Over the course of our 15 month relationship, she thoughtfully incorporated our culture, mission and values while carefully considering the audience. As a result, we now have a comprehensive Leadership University curriculum. **Her efforts directly contributed to a reduction in attrition resulting in annualized savings in excess of \$1.1M!**”*

*M Tripp, Connexions Call Center*



Wait, there's more... 

## Frequently Requested Training Topics\*:

### Contagious Leadership™: How to Become the Leader that the Team Wants to Follow

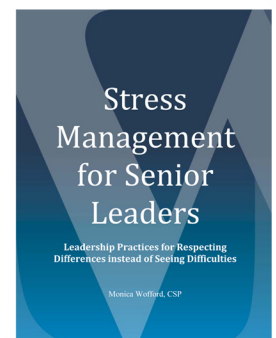
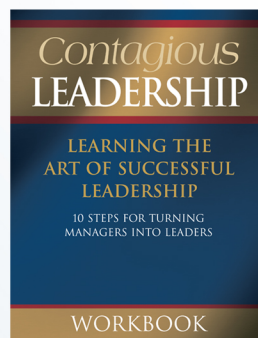
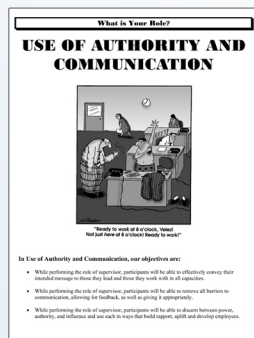
When employees are not following you, it is hard to lead them to anything. Leadership is a skill that can be developed and taught. Learn the ten steps to becoming a leader, or transitioning from a manager (or front line employee) and watch the employees and team members you have the privilege of leading, line up to follow you gladly.

### Contagious Communication™: How to Get HR and Senior Leadership Talking

When there is friction between HR and Senior Leadership, everyone feels it. It breeds tension and leads to miscommunication. Get them talking by learning the six secrets to Contagious Communication, including how yours might be different from theirs!

### Contagious Confidence™: Helping the Team Believe and Achieve Your Mission and Goals

We all talk to ourselves, but often the damage is done in our head before we ever express those concerns out loud. Your confidence will inhibit your ability and the team's ability to make progress and achieve goals. With six steps to Contagious Confidence™, you will gain a greater sense of control and be able to develop those you lead, while keeping your job and your boss pleased with your progress.

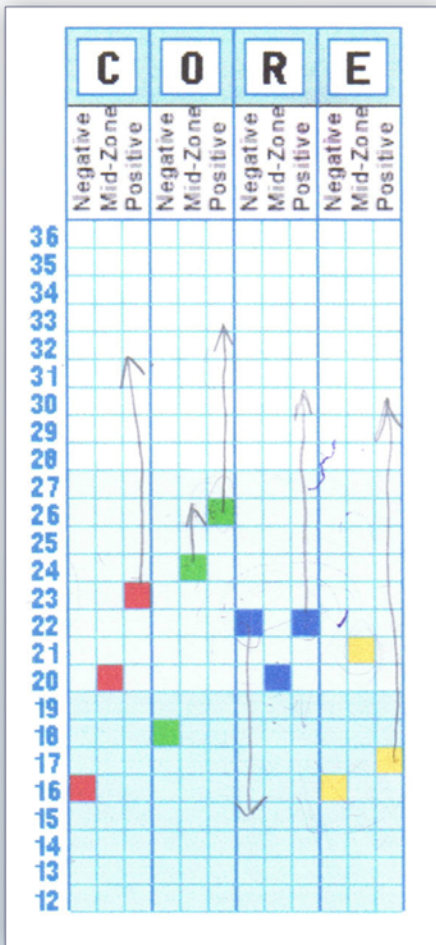


\*Multiple Training Topics are available upon request and consultation. Each customized course reflects your company logo and examples and is turned into a workbook for one day coursework, or a digital copy for licensing for long term training projects. All course titles are also able to be changed and customized.

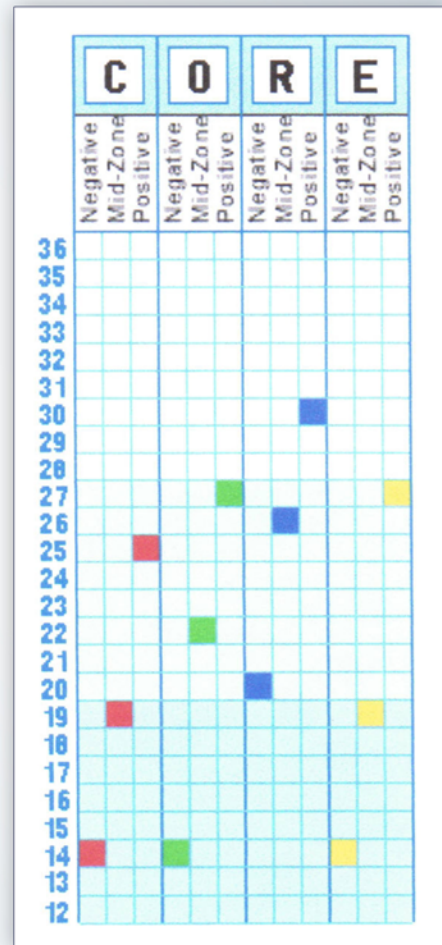
For more information, go to [www.monicawofford.com](http://www.monicawofford.com) or call 1-866-382-0121.

# Certified CORE<sup>®</sup> Profile Coach

January



July



When you complete a CORE<sup>®</sup> Multi-Dimensional Awareness Profile (MAP), you not only know more about yourself, you'll also know what to DO with that information so that you can show quantifiable significant improvement in the areas that matter most to you!

Wait, there's more... ↪

# Monica Wofford, CSP

*Key Note Speaker, Author, Trainer*

**CORE® Assessments are so uniquely superior to most instruments that many struggle to appreciate the differences until they have experienced them. Only CORE assessments have the ability to:**

- \* Measure self perception, behavioral styles and preferred functions and determine congruence
- \* Measure and predict emotional competence or emotional intelligence
- \* Define how an individual is likely to function in a particular position or situation, and overall
- \* Detect attempts at skewing
- \* Show development and effectiveness levels for all possible traits
- \* Describe reactionary patterns and behaviors on an average day and under stress
- \* Become quickly conversational and applicable to people and situations across the board.

**Everyone from co-workers to customers, can be understood and appreciated more fully using the CORE® model.**

- \* Get beyond erroneous self-perception and right to the core of an individual authentic nature.
- \* Systematically move individuals away from self-defeating behaviors and beliefs and toward their highest level of functioning, both personally and professionally.
- \* Measure and track employee progress in a tangible and quantifiable way.

The Progress Report graphs, part of the CORE® MAP tool, as seen for January and July opposite this page, reflects growth and improvement through coaching of a participant over six month period of time. Positive column behaviors have become more well developed and overall behavior has evened out indicating a less reactionary pattern and less stress induced behaviors. This person now handles stress, change, and events previously considered to be frustrating, with a more even keeled response.

**To sample your very own CORE® Profile, go to [www.contagiouscoaching.com](http://www.contagiouscoaching.com) and click on CORE® profile.**

**To inquire about utilizing this tool in your own organization and receiving a proven ROI for your training dollar, contact Contagious Companies, Inc. 1-866-382-0121.**