

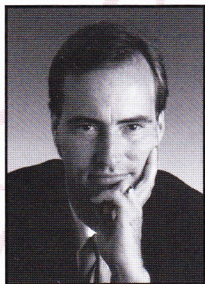


# FORUM *facts*

A publication of The International Forum

## 2008 Annual Meeting Plans Underway

The 2008 Annual Meeting Program Planning Committee is working 'Fast & Furious' to make 2008 the best meeting yet in terms of speakers, content...all to help you succeed. Loews Miami Beach Hotel will provide a luxurious venue, January 12-16, 2008, where members will be treated to a 35<sup>th</sup> Anniversary Gala on Monday evening, January 14, and a stellar lineup of speakers throughout the five-day event.



Harry S. Dent Jr.

The opening speaker on Sunday, January 13 will be investment strategist Harry S. Dent Jr. Sponsored by Coventry, Dent will kick off the event with a lively presentation that draws on his years of hands-on business experience. He has stood virtually alone in forecasting a new age of prosperity emerging in the 1990s and extending into the 21st century. Through his presentation, Dent will offer a common sense approach to helping financial advisors and everyday investors understand the

fundamental trends driving this incredible boom.

Tying the baby boom generation's massive spending, saving and debt trends along with the fast-paced information revolution, pervasive workplace changes and the coming population shift outside of suburbs, Dent will draw a cohesive, concise picture of the future.

### 35 Years of Excellence

The International Forum turns 35 in 2008, and in addition to a celebratory gala, the Annual Meeting will boast several new features, including:

- Past president "brain trust" - daily sales ideas from Forum past presidents
- 35<sup>th</sup> Anniversary DVD - documenting the Forum's rich history
- Extended learning opportunities - speaker presentations, synched with meeting audio, will be captured on CD and mailed to you after the event. **No more bulky binders to carry around!**

Of course, you can still count on the tried and true features that have made the Annual Meeting the must-attend event of the year for top life insurance producers, including:

- Uninhibited sharing with your peers
- Select speakers on key industry topics
- Plentiful continuing education credits

- Dedicated time with committed industry partners
- Time to network one-on-one and in small group settings

Remember, the Annual Meeting is what you make it, so mark your calendar and start thinking about what you can bring to the table - whether it's a fresh sales idea, a qualified professional associate (QPA) or a trend-setting topic for an Un Meeting session.

### 2008 Annual Meeting Committee

#### Co-Chairs

Clarke Langrall Jr., LUTCF

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Please direct any questions or comments to **AnnualMeeting@int-forum.org** or contact a member of the Program Planning Committee. ■

## Thanks, Industry Partners!



Please take a moment to acquaint yourself with The International Forum's industry partners, listed at **www.int-forum.org**. These companies help to make the Annual Meeting a success and absorb many of the costs that would otherwise be reflected in registration fees!

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# Five Dozen Ways to Become an “On-Purpose” Leader

Monica Wofford, Monica Wofford International, Inc.

What you do as a leader is extremely important. Why?

Because you are contagious! Leaders have an attitude that others want to catch. So what you do, more so than what you say, rubs off on those that follow your lead. The one critical thing one has to have in order to be a leader is... FOLLOWERS!

Just think, what would you be if you had a great many leadership skills that made you tremendously effective, but no followers? Well, you would be incredibly skilled standing out there all by your lonesome. A contagious leader is the guide on the side, not the sage on the stage and that is what any number of these steps will help you to achieve!

1. Call employees those that work WITH you.
2. Stop calling employees my employees or my people.
3. Set goals with others.
4. Teach others to write their own goals down.
5. Ensure goals are measurable.
6. Create goals that are both realistic and unrealistic.
7. Hire the right people for the right jobs.
8. Encourage mentors at all levels.
9. Provide value to others before you need value from them.
10. Be genuinely interested in the needs of others.
11. Have sincere desire, authenticity and integrity in what you do.
12. Know that all endeavors will not be easy and will not happen the way you wish.
13. Recognize that all followers will not agree with or be on board with what you want.
14. Allow for the opinions and ideas of others in all matters.
15. Find the leaders on the team you lead that have no leadership title.
16. Cultivate the natural gifts, skills and abilities of those individuals.
17. Infuse a need to grow by teaching, rather than giving, the answers.
18. Allow for errors and missteps and mistakes at many levels.
19. Inspire persistence even after the first, second and third rejection of an attempt.
20. Keep a cool head even in times when the world is falling apart.
21. Avoid engaging emotions until all angles have been examined.
22. Communicate assertively, but not in an overpowering fashion when issues are heated.
23. Remember that your body continues talking long after your lips stop moving.
24. Adhere to the ratio that you have two ears and a mouth and use them proportionately.
25. Seek input from those closer to a problem than you are.
26. Be interested in the growth of others.
27. Listen to the grapevine often and regularly.
28. Build rapport with someone by finding overlapping frames of reference.
29. Fuss over others' events, achievements, families and friends.
30. Be entertaining, humorous, or at the very least, fun to be around.
31. Engage serious behavior on serious subjects when warranted.
32. Communicate with others in a language that they understand.
33. Avoid assuming that your communication or personality style is the one everyone else has.
34. Inspire creativity.
35. Promote impromptu brainstorming sessions.
36. Engage in active learning every day.
37. Encourage all those you lead to have and or get a LIFE!
38. Reinforce the idea that work and life must be balanced or both will be out of whack.
39. Share your expectations clearly and consistently and early.
40. Give yourself permission to leave things undone.
41. Let go of needing to be perfect.
42. Let go of needing everyone else to be perfect.
43. Relinquish the need to always have others like you.
44. Recognize those who perform their job consistently.
45. Learn the different types of recognition: public, private, tangible and intangible.
46. Avoid giving a public person private recognition; they will see little or no value in it.
47. Share kudos and praise in public, yet discipline and reprimand in private.
48. Give tangible people stuff they can feel, hold and hang on to.
49. Be spontaneous, as well as scheduled, in your recognition efforts.
50. Spend most of your time with those who are performing the way you have asked.
51. Observe what people do for others to learn what they would like done for them.
52. Focus on the end result: Motivation for performance.
53. Remember that money does not motivate for the long term.
54. Address only areas of behavior and performance when being critical.
55. Maintain clarity on the fact that attitudes are not taught or changed without the owner's consent.
56. Criticize someone's attitude at your own risk.
57. Micro-manage only those who need it and only until they prove that they do not.
58. Believe that people do that for which they get paid attention.
59. Recognize that managers have to have a title and leaders do not.
60. You become what you think about.



## About the Author

**Monica Wofford** brings more than 17 years of experience as a business consultant, trainer and speaker to Monica Wofford International, Inc. Author of *Contagious Leadership*, *Contagious Confidence* and *Contagious Customer Service*, she can be

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