

Success Magazine

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SPECIAL REPORT

Magnet Schools

Future workforce gets first-class training

Corporate Retreats

Try "team-building" with your employees

SPECIAL SECTION

Family Immigrant Connection Center

SCPS program helping parents and their kids bridge language and culture barriers



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DO YOU HAVE GOOD INTENTIONS FOR 2009?

Monica Wofford addresses Good Morning Seminole on Leadership Skills

Monica Wofford considers herself to contagious- but in a nice way.

"Do you have good intentions for your 2009?" asked Wofford, author, motivational speaker and leadership trainer/coach, to a recent audience at the Chamber's monthly Good Morning Seminole!

Wofford, an expert on developing leadership skills, spoke about "Contagious Intentions." She explained that intentions alone aren't good enough- executives have to follow through with the proper actions to support those intentions. Wofford breaks this down into Attitude, Exposure and Direction.

Having an "attitude" is usually considered a negative connotation, Wofford said, but you have to work to make it positive but without becoming a cheerleader.

"Just because you bring pom-poms to work doesn't mean you'll be successful," she said. A positive mental attitude is important but don't go overboard. "You need the right mindset and the right action that goes with it."

Wofford also explained the importance of "the maintenance of attitude." Attitude, she said, is made up of three main factors: perceptions, beliefs and explanations.

Perceptions are how you see the world. "You drive those perceptions," she said by what you see and hear everyday. Your beliefs are assumptions of how others should react and behave-how the world should operate.

She said that most people have low self-esteem. "Confidence is the belief that you can do something," she said, "Your self-esteem tells you if you are worth the effort."

Habits are also a powerful part of our lives, she said. "How many things do you do without conscious thought?" she asked the audience, "think of the things we do that are barriers to good intentions." When you speak without thinking it through first, it can have negative effects. "Once you say it, it's out there."

Explanations have to do with the voices in our heads. "How often do you answer back," she asked, "and how many voices are talking in your head?" Being able to handle

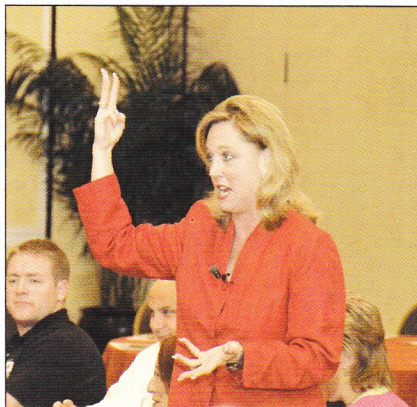


Photo by Brion Price Photography

Monica Wofford explains the three main factors that make up attitude.

those voices makes you a better leader.

"To lead others to better intentions, you have to do a better job of leading yourself," she explained, "If you can't lead yourself, you have no business leading anyone else."

Direction refers to your goals and they need to be realistic and measurable. She suggests that you make goals that are no more than about 20% beyond where you are now. "You have to believe what you're doing," she said.

Wofford also had suggestions for how to introduce yourself to others. "Ask the other person 'what do you do?' in addition to giving your name," she said. "I can then tailor my response to what the other person needs."

Wofford doesn't like those "30-second 'elevator speeches' that executives make to others. "The value of meeting is making a connection, not how many business cards you can collect."

Wofford said you need to find those people with whom you have common interests. "People are looking for ways to connect," she said, "pay attention to that."

There are lots of resources on the internet also, she noted, such as Facebook. "You can do social media in your PJs," she joked. "Get online, answer questions and work toward being considered an expert by others. Play with them like a business strategy and you will get exposure for you and your business."

Wofford advises getting others to help you reach your goals but be careful who you let into your circle. "Naysayers can hurt your attitude," she cautioned.

In 2003, Wofford founded PresentersPlus, Inc., where she filled the role of president. There she designed and delivered curricula to Fortune 1000 companies with audiences ranging from

10 to 800 learners. In 2006, Wofford transformed PresentersPlus into Monica Wofford International, providing comprehensive corporate training that enhances the careers and lives of employees, while creating measurable return-on-investment for companies.

In 2008, Monica Wofford International, Inc became the multi-division company known as Contagious Companies. While Wofford still provides coaching, speaking, and training, she also serves as the CEO of Contagious Companies, providing services for leader, employee, training department, and strategic planning needs.

Wofford launched her career as a part-time public speaker in 1989. During 12 years in the retail industry and six years in the wireless industry, she managed, coached and led salespeople, trainers and other managers. During that time, she worked with companies including Cingular Wireless, Bell South Mobility, Casual Corner, Foley's and The Sharper Image.

UPCOMING EVENTS

Issues Committee Meeting

Friday, February 6 at 7:30am
Progress Energy, 4th Floor Conference Room
3300 Exchange Place, Lake Mary

State of the County Luncheon

Friday, February 13
11:30am-1:30pm
Orlando Hilton - Altamonte Springs
350 S. Northlake Blvd., Altamonte Springs

The Annual State of the County Luncheon focuses on all the great things in Seminole County as well as some of the issues it faces. A presentation will be made by Seminole County Government. The program will also focus on individual cities within Seminole County. Don't miss the opportunity to learn all about the latest news in Seminole County with fellow Chamber members, business leaders, and elected officials!

Contact Missy Mercado at mmercado@seminolebusiness.org or 407.708.4602.

Ambassador Committee Meeting

Wednesday, February 25 at 8:15am
Chamber Office - across the hall
1055 AAA Dr. Heathrow

Good Morning Seminole!

Thursday, March 5 at 7:30am
Clarion Inn & Conference Center
230 W. Highway 436
Altamonte Springs

Small Business Industry Group Meeting

Friday, March 6 at 8am
Location TBA

Issues Committee Meeting

Friday, March 13 at 7:30am
Progress Energy, 4th Floor Conference Room
3300 Exchange Place, Lake Mary

"You need the right mindset and the right action that goes with it."