



Greater Los Angeles Chapter
MAKE YOUR BEST MOVE
Branding, Expertise, Sales, Talent

Happy St Patrick's Day
AND Easter!
March 2008 E-Zine

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Chapter Vision

Helping, encouraging and supporting members' professional development to increase their revenue and societal impact.

[Board of Directors](#)

President

Judith Parker Harris
(310) 858-1272
jph@healtheste-em.com

- **President's Message**

AN EXTRA DAY

I am writing this column on February 29th. This day is as close as I come to a lifelong wish of mine. I've always wanted one extra day a month that no one else gets. I would use that day to catch up on EVERYTHING. That wouldn't include phone calls or any human contact, because no one else has this day. I would write, I would create, I would organize and clean. I would get a head start on my next product, my next speech, my public service, I might even exercise an extra hour and rest an extra two. I would catch up. Ah, what sweet plans.



What would you do with an extra day a month that belongs only to you? Is it possible in this day and age to catch up? Does anyone ever really feel ahead?

Here's an idea. Maybe we can give the gift of Leap Year to ourselves by designating one hour a day as LEAP HOUR. That's our personal hour when we go into our "cone of silence." People may see us, but they can't talk to us. We are truly in our own SPACE - making the most of it for our precious LEAP HOUR.

I guess we'll always want more hours, more days, more years - more time. It all comes down to making the most of it whether it's Leap Year, Month, Day or Hour.

President Elect

Kelly Hill
 (310) 915-1131
kelly2speak@aol.com

Vice President

Liz de Clifford
 650-988-0409
liz@decliffordinternational.com

Treasurer

Gideon Grunfeld
 (310)499-4668
Gideon@sclawcareers.com

Secretary

Kristen Crawford
 (323)575-2151
lakris10@dsl.extreme.com

Immediate Past President

Ed Poll J.D.
 (310) 827-5415
edpoll@lawbiz.com

DIRECTORS:

Michael Turner
 (818)772-2678
bearsworth@earthlink.net

James Conkle
 (760) 617-3991
jim@cart66pf.org

David Jensen, MS
 (310)-397-6686
djensens3@aol.com

Dr JoAnn Pina
 (310)578-7841
DrJo@drjoannpina.com

Membership Chair

Michael Brown
 (800)891-4256
speak@themichaelbrown.com

Pro Speak Academy

Dr. Brian Grossman
 (818)939-9426
DrBrian@DrBrianGrossman.com

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So, on my special day - I'm going to let my husband in to my cone of silence (we have the power to do that on the day no one knows about, because we're in charge) I'm going to remind him how much I love him and make it a special day. I'm going to remind you all of the [TRIPLE CROWN](#). This packed three months is truly designed out of dedication to each and every member to put you AHEAD of all the rest of NSA. [Performance](#), [Internet](#), [Media](#) - we're delivering it all - and not just through lecture, but through hands on ACTION through workshops, a bootcamp and a media pitch fest.

I'm going to step back and reflect on everything I learned at the NSA Speakerpalooza and then decide which step to take first, because you cannot take them all at once.

Then, I'm going to contemplate and add to my gratitude list. Do you realize that every speaker you hear at GLAC and at the NSA events GIVES of their time? Let's just look at the triple crown again. Kent Skov is a friend of mine. We did a little movie together a few years back called BLOBERMOUTH. He's one of the funniest improv people I've ever known and the founder of LA Connection. He's bringing one of his top "players" to make sure you all get the hands on attention you need. Dianne Legro - what can I say? Broadway, people! She's a Broadway star. She's going to teach us the "insider secrets" we need to break through a little higher, a little faster, a little "starrier"! And Ed Tate, the winner of the highest honor Toastmasters gives - the World Champion, an unbelievable story crafter - and you can get the opportunity to have him listen and fine tune a story of yours. THIS IS JUST MARCH.

As for [Tom Antion in April](#) -- he's dedicating two days to us. He is the internet marketing guru. He DOES NOT NEED to do this. He does it because of the spirit of NSA - which includes really wanting others to be as successful as he is. He likes to hang out with other rich people. Why not be one of those?

Then let's talk about Jacquie Jordan a minute. She's founder of TVGuestspert.com. She books people every day on some of the most sought after media out there. The media we want to be in front of knows Jacquie and wants to make her happy. She's using her favors to pack our [May Media Mania](#) with media you want to know. Trust me on this one.

OK, I'm grateful for all these speakers who said "yes." I'm grateful to our Program Chair, Dr. Jo Ann Piña for putting the Triple Crown together. I'm grateful to be able to present GLAC with a BRANDING YEAR that encourages each of you to make your BEST move (Branding, Expertise, Sales and Talent) and I'm grateful that you've allowed me to serve you. One last shared gratitude - to

expert in personal branding and
media coaching
PAM LONTOS, MA, CSP, specialist
in publicity for speakers and
authors
TERRY PAULSON, PhD, CSP, CPAE

EXECUTIVE DIRECTOR
Lori Akina
Lori@tjmanagement.com

Sherry Netherland who has been the Editor of this E-zine since it's inception. Bravo! Job well done. We will miss you as you leap forward into other activities, and as we look for the next volunteer to take this on.

Now you know how I spent an hour of my Leap Day - writing this column. But you'll never know how I spent my other 23 hours in my cone of productivity, love and gratitude doing. . .

Judith Parker Harris
GLAC President, 2007-2008
Challenging you to MAKE YOUR BEST MOVE - NOW!
jph@healtheste-em.com
(310) 858-1272

- **Chapter Pin Award Program**

Building Your Speaking Business - *FASTER!*

One of the best benefits of being an NSA/GLAC member is using the pathway established for building your business. We call this pathway our [Microphone Pin Awards](#).



Here's how it works. Accomplish the requirements of the Bronze Pin Award, and you get recognition among your peers in the Chapter, and qualify to work towards the Silver Pin Award. Achieving the Silver Pin brings more adulation and gets you on the track for the Gold Pin.

The tasks laid out in each Pin Award application essentially are a checklist for building a successful speaking business. Once you achieve everything required to qualify for the Gold Pin, you will have all the components of a successful business in place. Then it's a matter how well you work those components into a thriving business.

If you haven't taken advantage of this Chapter program, go to nsaglac.org/pin_award_list.php where you can download the Pin Award applications. Scroll down the linked page and see current and past Chapter Pin Award holders.

You can learn even more about the Pin Awards here:
nsaglac.org/pin_award_faqs.php.

Don't put this off - it will help you build your business
FASTER!

David Markovitz
Chair, Microphone Pin Awards
NSA/GLAC President 2003/04

- **How To Use It and Not Lose It**

by
Dave Jensen



Have you ever attended an excellent course, seminar, or workshop, then returned to work and failed to apply what you learned? Of course, it happens to all of us. Why? There are a number of reasons why we "lose it and don't use it." These include: treating the course (and education) as an event instead of a process, having unclear goals, trying to apply too many ideas, failing to celebrate small implementation steps, not knowing how to link new learning to current systems or habits.

Sir Francis Bacon once wrote that knowledge is power. It is not. *Applied* knowledge is power. So, next time you or your team want to get the most out of *any* educational endeavor, try the step-by-step system outlined below. Many participants have told me that this scientific and soulful approach has helped them **use it and not lose it**.

1. **Brainstorm challenges and strategy.** Prior to attending any class, ask yourself: *What major challenges am I facing at work?* Let your ideas flow and keep your pen moving as you brainstorm the answers to this question. In addition, reflect on your professional goals and your organization's strategy.
2. **Write a S.M.A.R.T. goal.** Based on your business challenges, professional goals, and your organization's strategic imperatives, write a S.M.A.R.T. (Specific, Measurable, Attainable, Responsible, Timed) goal for your class. What do you want to do better or differently because of the class? For example, one executive at our recent 5-day leadership course said her goal was: *Improve my coaching skills by mid-year to help my direct reports develop professionally.*
3. **Create an insights, ideas, and behaviors page.** At the start of class, write your goal at the top of the back page of your study guide. Beneath your goal, write: **insights, ideas, and behaviors (IIB)**. As you proceed through class, whenever you hear or think of an IIB that might help you reach your goal, write it down on this page. By the end of the class, you should have several IIBs on this page.
4. **Review your favorites with a partner.** Review your insights, ideas, and behaviors with a classmate near the end of your educational program. Focus

::Lori Akina info@nsaglac.org
:: <http://www.nsaglac.org>

:: 866-416-7252

your discussion on a few IIBs that you feel will help you best reach your goal. Tell your partner how you're going to use these few IIBs when you get back to work.

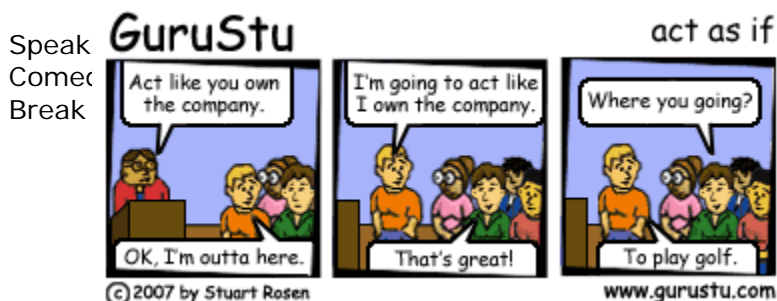
5. **Create a list of four behaviors.** Translate those few, insights, ideas and behaviors into four specific behaviors you will implement when you get back to work. Write these four behaviors in the left-hand column on a blank sheet of paper. A well-written behavioral action helps you adapt your IIB into a behavior that you can actually see yourself applying. Here's an example: *I will write the Leadership Diamond® on a Post-it note, and place it on my computer screen during my direct reports' performance reviews.*
6. **Link the new behavior with an old habit.** One of the best ways to remind yourself to practice your new behaviors is to link those new behaviors to an existing habit or system (old habit + new behavior = new habit). For example, in the previous step, the old habit (i.e., current system) was conducting performance reviews. Linking the performance review with the Leadership Diamond® (i.e., new behavior) on a Post-it note will help create the new habit of using the Leadership Diamond to develop direct reports.
7. **Review and celebrate progress.** When you are back at work, solicit feedback from a colleague or your manager regarding your implementation of these behaviors. Ask them to help you monitor your progress. Once a week, report the progress and challenges you are experiencing as you use your new behaviors. Make sure you also celebrate your small successes. Don't worry too much about your goal, concentrate on behaviors. Research tells us that you will accomplish your big goal by, paradoxically, focusing on small steps.

When you use this simple system to help you apply what you learn, you are also using the scientific equation: **Goals = Commitment x Belief x Feedback.** This powerful and predictive equation is a synthesis of 2,000 research studies on how people achieve goals (and the essence of my book, *Selling with Science & Soul* - available 24/7 from my distributor at 800 852-4890). So, feel free to adapt these seven steps to help you and your team **use it and not lose it.** *How surprised will you be when you discover that you're using science & soul to reach your next goal?*

See you in class,
Dave

P.S. Dave Jensen is president of the training/consulting firm S3, Inc., and a Senior Lecturer in Executive Education

at Emory University's School of Business. He and his team help organizations achieve *Xtraordinary results using Xpansive thinking*. Dave is a popular speaker at conferences, meetings, and workshops. He can be reached in Los Angeles, CA at (310) 397-6686.



- **How Stale Are You?**

I have been on the road for two weeks and ended this trip on leap year day. How did you use your extra day? Was it routine? Was it "same old, same old? "

Twice on my trip this week I had other seminars next to my own training. Fortunately, we all had different break times. One speaker was telling the Star Fish story from Dr. Stephen Covey. We heard the moan from the crowd in my room.



Another speaker had the light dim in the room so that her Power Point slides could be clear visually. Most people were sending text messages on their cell phones, others had their heads down.

I used my leap year day to network, and pass out flyers for my coaching throughout the hotel. Before I hit the airport, I had four new clients.

I was reminded by my fellow speakers that we need to stay fresh. So, here are some tips:

1. Stay current on topical books in your expertise. Leadership, communication, technology, presentation skills, whatever you area might be. You subscribe to book summary clubs, book of the month, even audio book subscriptions.
2. Use podcasts: So many are free.
3. Network and go to seminars.
4. Use the information from these great sources to your advantage. Use them as teaching events.
5. USE YOURSELF!! Take all your adventures, journeys and tell stories. You can tie them to learning points.

People want to hear from you, your history, and your knowledge. They read about the experts you talk about on their own.

When you are fresh, knowledgeable, energized and fun, you get hired, get referrals and you have integrity. People can get stale on their own time.

Be great, do your best, talk with you next month!

If you would like more information, please contact Dr. Brian Grossman by e-mail DrBrian@DrBrianGrossman.com The Corporate Performance Doctor Consulting/Presentation & Leadership Coach/Keynotes/Retreats/Seminars www.DrBrianGrossman.com

- **Toot Your Own Horn**

The Cigar PEG will be holding a "No Holds Barred" speaker school in Long Beach on March 18, 2008 (www.cigarpeg.com/long_beach_seminar). As you know, all our profits go to the NSA Foundation and other charities.

Do You Use a Virtual Assistant?

I am looking for a virtual assistant who is knowledgeable with web design, uploading audio and video to a website, 1shoppingcart, and other web needs. If you have used someone who provides good customer service and meets deadlines, please pass their name onto me. sherry@sherrynetherlandconsulting.com

A VERY SPECIAL CONGRATULATIONS to our own Chapter Incoming President, KELLY HILL, on her "dive" into Holy Matrimony this past weekend on Saturday March 1, 2008. Way to go Kelly!

- **Coming Attractions**

MARK YOUR CALENDAR and GET OUT YOUR MAP!
GLAC's Triple Crown Season gets underway in our BRAND New location:

CBS Television City

7800 Beverly Blvd, Los Angeles, CA

March 8, 2008 - Performance Lab

April 12, 2008 - A 3-Prong Internet Attach with Tom Antion

May 10, 2008 - A re-designed, new and improved MEDIA MANIA, our 6th Annual!

NSA/GLAC | 207 W Los Angeles Ave #218 | Moorpark | CA | 93021