

Turbo Leadership Systems™

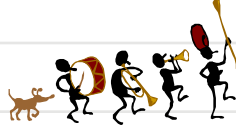
The **TURBO** **Charger**

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Issue 269

To our clients and friends

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Everyone Loves a Parade



Larry W. Dennis, Sr.
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Systems©

*Stand up,
speak out,
be
counted!*

AI told Session 7 of the Leadership Development LAB that he had just made a new product presentation in front of their national sales organization. This is an audience of sales engineers (heavy on the engineer) - they are analytical.

AI is analytical himself, choosing an orderly, thoughtful, precise approach to life's problems and decisions. He made a conscious decision two weeks in advance to fully prepare himself so that when he got up in front of their national sales force, he could inspire them, motivate them, challenge them, and stimulate them.

AI spoke with more enthusiasm than he'd ever spoken before - 5 times more enthusiasm, excitement and zip. He spoke faster, louder, and with more animation than ever before.

He said he was out of his comfort zone - way out of his comfort zone. He felt awkward. He thought they were going to laugh at him, but they didn't laugh. In fact, AI could see they were paying attention to what he was saying, even leaning forward a little. When his presentation was over and they took a break, several of the sales representatives came up to him and said, "It was sure good to have a presentation for once that was fun to listen to. You kept us awake and interested." "I didn't know you were such a good speaker." "This is a great program. We are going to have a great year." AI said he could see they were starting to get excited.

AI said the lesson he learned is that, though he may be afraid to appear dramatic, people want enthusiasm, like enthusiasm, and need enthusiasm, even though they may look like they don't. Everyone loves a parade. Strike up the band!

AI followed the philosophy we have been emphasizing for 25 years. There are three things that we can be thinking about when actually making a presentation:

SELF or TOPIC or AUDIENCE

When we present and get less than effective results, it is when we are thinking about:

SELF
or
SELF + TOPIC

For best results, forget self and think of:
TOPIC + AUDIENCE

Get into your subject with your audience - forget about yourself!

The action I call you to take is put a little more enthusiasm - 5 times more enthusiasm - in your life today. Put 5 times the enthusiasm into everything you do. Put 5 times more enthusiasm everywhere you go. I guarantee you that whether people come up to you "after your presentation" and compliment you or not, they will at least be glad to be around you. They will get excited about your ideas and suggestions. The benefits you will gain are you'll be fully alive while you're enlivening those around you, and you'll win in 2010.



ANNOUNCING
Turbo's Newest Book,
*Language of Leadership ~
Communicating For Results*

Order yours now for the special prepublication price of \$15.95 (will be \$19.95).
The book will be available to ship April 1st.

The Language of Leadership - Communicating For Results - For leaders who want to successfully communicate their ideas; provides a new definition of "communication". You are given very specific guidelines for all communication - selling ideas, running meetings, listening, acknowledgement, asking questions, on-the-job training, coaching, correcting, and more. Over 100 real life examples from leaders like you make the concepts easy to understand and apply. Communication is the core skill required to successfully maximize the value of all resources. *The Language of Leadership* provides you with specific insights on how to improve your communication and provide the feedback that ensures improved performance and morale.

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