

Spring, 2005

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NSAT Meeting Schedule

Complete program details
are on our web site:
www.NSATennessee.com

May 7, 2005

Scott Friedman

*"10 Surefire Ways Of Adding
Humor To Your Presentations."*

June 11, 2005

Bob Pike

"The Trainer's Trainer"

NSA Calendar

Humor Lab
April 29, 2005 - May 01, 2005
Tempe, Arizona
Location: NSA Headquarters
Location Phone: (480) 968-2552
Humor Lab Meeting Information

2005 NSA Convention
July 09, 2005 - July 12, 2005
Atlanta, Georgia
Location: Hyatt Regency Atlanta
Location Phone: (404) 577 1234
Atlanta Meeting Information

2006 Workshop
February 10, 2006 - February 12,
2006
Arlington/Washington DC,
Location: Crystal Gateway Marriott
Location Phone: (703) 920-3230

2006 NSA Convention
July 22, 2006 - July 25, 2006
Orlando, Florida
Location: Orlando World Center
Marriott
Location Phone: (407) 239-4200

2007 NSA Convention
July 09, 2007 - July 12, 2007
San Diego, California
Location: Manchester Grand Hyatt
San Diego
Location Phone: (619) 232-1234

2008 NSA Convention
August 02, 2008 - August 05, 2008
New York, New York
Location: Marriott Marquis New York
Location Phone: (212) 398-1900



The CREATIVE Speaker

By Cindy Kubica

When I spoke at NSAT in March, it was no surprise that when I put members into groups based upon their personality profiles, all but four members were in the "Creative" quadrante. The other profiles are the Doer, Detailer, and Caretaker.

If you fit into the Creative quadrant, your strengths are: innovative thinker, verbally skilled, charismatic, natural leader, risk taker, change agent, process information fast, optimistic, thrives in the limelight. These qualities of a Creative make it possible for you to succeed as a speaker.

For the 'speakerpreneur,' the weaknesses of the Creative personality pose the greatest challenge. Creatives' are easily distracted and your mind is always busy jumping from one great, grand, and terrific
(Continued on the next page.)

Editor Cynthia Jordan
Design/Layout David Humes

idea to the next. Unfortunately, what gets left undone are the mundane details and follow-through from other projects. You are social by nature and get energy from people, which is one big reason you may find it hard working in your office all alone.

What can you Creatives do?

1. Understand you cannot change what you do not acknowledge. Therefore, you must realize your weaknesses.
2. I know you promised yourself you'd do better, but in the meantime; you do have a business to grow. Bite the bullet and hire someone part-time to work with you on the details. The expense will be well worth it and you can achieve your goal much quicker.
Note: Do not get another Creative or you'll just socialize and nothing will get done; hire a Doer and he/she will try to take over. Your best choice is to employ the Caretaker (they are people pleasers and will do whatever you ask) or the Detailers (their attention to detail may irritate you but it's what you need).
3. Create a colorful checklist of daily to-dos. Give yourself a reward (not food) for completing everything on your list.
4. You don't want to forget your great ideas so buy a whiteboard and label it 'Brainstorm Parking Lot.' Park your great, grand and terrific ideas while you focus on more important tasks.
5. Start a mastermind group with other speakers who are at your career level and work on chal-

- lenging tasks together. Not wanting to disappoint your team will keep you motivated.
6. Creatives are hooked on the adrenaline rush they get from last minute deadlines; why not use that knowledge to your advantage. For tasks you must do but are resistant to, challenge yourself by playing 'beat the clock.' Set a timer for 20 minutes and complete as many tasks as you can before the timer goes off. It may sound corny but it works.
 7. Your thoughts influence your actions. Get rid of the phrase 'I can't' and replace it with 'How can I.'

You can have whatever you want in life if you are willing to do what it takes. If you are one of the Creatives, create a plan that can work for you and stick to it. Success awaits you!

For more information about Cindy, go to:

<http://cindykubica.com/>

For the extra resources promised at the March meeting:

<http://www.cindykubica.com/html/nsat.html>



Unleashing Leadership

[Article submitted to Human Capital magazine for publication]

Submitted by John Bracewell, President of CompositEAM™ Leadership System. CompositEAM is a series of Executive Workshops that are supported by the on-line team personality assessment that Aligns What Your People Do Best With What Your Organization Needs Most.



John Bracewell

QUESTION:

Everyone agrees that top performers should be recognized, but not everyone can be at the top. As employers recognize that qualified workers may be in short supply in the coming years, they wisely want to make all employees who contribute to the success of the organization feel appreciated. However, employees who consistently do good work and are valuable to the company may not be able to compete head to head with a star employee. What are some strategies

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for recognizing all employees in meaningful ways, without diminishing the accomplishments of top performers?

ANSWER:

The Business End of an Iceberg.

Think of your employees as icebergs. What you see above the surface is 1/8 of the complete picture. The 7/8 that you don't see is what determines the quality and quantity of work individuals and teams can accomplish. The iceberg that sunk the Titanic in 1912 did its damage below the waterline.

Failed organizational tasks, projects, and initiatives are usually sunk by damage that occurs below the waterline as well. How can you manage and appropriately recognize something or someone who is 7/8 invisible? The answers to why some workers appear to be stars while others are mere asteroids are invariably found in the 7/8 of the individual's personality hidden below the waterline.

Fortunately, the mysteries of below the waterline personalities can be solved and the information applied to better alignment between what people do best and what your organization needs most. With better alignment comes better performance. This changes the question from how to recognize marginal performers to how marginal performers can become masterful performers?

Whenever two or more people work together, a separate personality emerges and joins the group. This phantom personality is the composite of the individual personalities and is—by virtue of its aggregate nature—different from

any individual personality on the team. Identification of individual personalities and the composite personalities of work teams, departments, and even entire companies becomes a powerful tool when organizational tasks, projects, and initiatives are subjected to the same scrutiny.

Only when organizational tasks, projects, and initiatives are identified in human behavioral terms can they can be strategically aligned with the individual and composite personalities of the people charged with executing them. Achieving alignment between individual and/or composite personalities and task, project, and initiative profiles makes recognition of more people possible. As everyone's unique contributions play increasingly important roles in the successful achievement of organizational tasks, projects, and initiatives, the value in everyone's efforts becomes more apparent.

If you manage and recognize only 1/8 of an individual's potential, the other 7/8 that you're not managing, or seeing for that matter, can sink your ship.

John Hoover, PhD & Angelo Valenti, PhD are coauthors of *Unleashing Leadership: Aligning What People Do Best with what your Organization Needs Most*. Drs Hoover and Valenti are also co-founders of the CompositTEAM Leadership System. You can learn more about the Executive Workshop series and how composite personality determines the quantity and quality of work teams at www.compositteam.com or contact John Bracewell at 615-279-9910 (johnb@compositteam.com)



The Truth About Successful Speaking

By Paul Evans

Tuesday night I held a brief presentation seminar for a small group in an adjacent city. The goal was to help them acquire greater skills in their sales presentations.

One of the attendees was Mitch, a local insurance representative. He added a lot to the meeting and afterward he offered to introduce me to some local business owners.

On the way home I called a business partner and mentioned Mitch. He laughed. Of course I wanted to know why.

"Well, he is one of the most successful men in our city. He's a great guy and knows everyone. You were lucky to run into him"

Mitch did not NEED the presentation training, he wanted it. He took notes. Asked questions. Added to the discussion. The testimony of my friend proves that Mitch is a successful presenter. However, he wanted to improve. He wanted to become better.

The truth about successful speaking is this: There is an enormous difference between the

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speaker who wants to survive a speech and the speaker who wants to become a great communicator. The difference is commitment.

There may be a presentation seminar taking place in your area this week. Regardless of your level, why not attend and pick up a few more techniques for your speaking success? Anyone can be mediocre. Why not take a step toward greatness and seriously commit to becoming a great speaker?

Evans Communication
8625 Lenox Way Montgomery, AL 36116
Paul Evans
International Speaker and Author
www.instantspeakingsuccess.com
www.greatpublicspeaking.com
www.prospeakingssuccess.com

Toastmasters Corner

By Cynthia Jordan, DTM

Hello Fellow Toastmasters and Honored Guests,

As most of you know, Toastmasters is an International Organization that has an amazing educational program that teaches good communication. It helps people to overcome their fears of public speaking as well as teaching good speaking techniques. It also makes a great platform to try new material.

The Toastmasters program holds a high standard of quality. Although many of its members are not professional speakers, they know what it takes to be a good one. If you have Toastmasters in your audience, believe me, they will know if you are a good speaker or not. Just ask Sonny Reynolds or Joe Calloway.

I have been put in charge of Speakers Express. This is a Toastmasters Speaking Bureau in the state of Tennessee and parts of Kentucky that provides complimentary speeches to people looking for a speaker. Any of you who are Toastmasters are invited to join at no cost (just because I am in charge) until the end of May.

Reasons to join:

1. Mark Le Blanc says he does one free speech a month because he gets great referrals as well as people to attend his seminars. (Plus he's just a nice guy!)
2. You can sell product
3. You will be getting free press.

Anyone interested can contact me at emeraldeagle@hotmail.com or call me (Cindy Jordan) at 615-822-8256

From the Editor:



Cynthia Jordan

Happy Springtime Everyone!
It is that magical time of year for New Beginnings and longer

days! It is in this spirit that I send you a prayer of abundance and new growth as we continue our journey as speakers and "life changers."

I see NSAT as a place to go where we can:

- Encourage and be encouraged
- Learn as well as share
- Refer and be referred by our fellow speakers

My vision for our NSAT newsletter is to learn more about each other and see ourselves as a resource for each other as we continue on our path of sharing information with the world. I invite everyone to submit a paragraph, enlightening moment or even just an original quote along with a picture of your smiling face.

Our Summer 2005 issue will come out sometime in July. Good news about your career or even your family is most welcomed.

I have made some great friends from NSAT. Don't miss the opportunity to do the same!

Love to you all-ways!

Cynthia Jordan
emeraldeagle@hotmail.com

From NSAT Members:

Sonny Reynolds: An Unknown Destiny

We travel down the road of life, or we struggle up the hills of adversity. The road is never straight and clear. We find even on the straight stretches (when we find them) that there are rocks, potholes, and

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Sonny Reynolds

other obstacles with which we must maneuver through. When the bends and curves appear we must move ahead with steadfast courage because all of life is an unknown blessing we have been given.

We can cover back waiting for just the right opportune time to take the point of advantage. However, in all likelihood by waiting, when we try to advance to the objective we find it occupied by an adversary.

Then new problems arise. How will we take our objective, our purpose in life, our destiny? Do we use force, or cunning, or love? Or do we decide that this objective we first thought was so important is not now worthwhile? If we do discard our objective then we lose character by quitting or by bypassing it. It is still our choice. Remember our destiny is always our choice.

Sonny Reynolds, October 1992
<http://www.speakerreynoldsdvm.com>
 Professional Speaker, Author, Poet, Storyteller, Veterinarian.

Elizabeth Pace

Elizabeth Pace graces the stage with humor and passion, incorporating the latest brain research on creativity, communication, human performance, health and gender differences.

Are you writing a book or looking for statistics on something? Just recently Elizabeth Pace turned some of us on to an awesome survey tool!!

To learn more visit: <http://www.surveymonkey.com>

Jeffrey Rowe

My thoughts on NSAT:

Joining NSAT is the most valuable step I have taken in my march to become a professional speaker. I have met some of the most gener-



Jeffrey Rowe

ous and unselfish professionals that continually share with me their knowledge and experience. With these indispensable bits of wisdom I am becoming a stronger speaker and focused professional. As a 15-year cancer survivor I am elated to

have discovered my purpose in life. To have found an organization that helps me fulfill that purpose is wonderful and I would like to thank every NSAT member that has and will help me along the way!

People keep on talking about Jeffrey Rowe. He energizes teams and inspires individuals by infusing his presentations with heart stirring passion and high-powered laughter. A Cancer Survivor Extraordinaire™, a long-time public speaker, and an award-winning business leader, Jeffrey draws from his real-life experiences to educate and entertain. He delivers power-filled programs with a personal touch, connecting intimately with each member of the audience.

Audience comments:

“Your enthusiasm and humor are contagious!” - Tom Gunnels, Speaker and Author of “Keep Your Lights On”

“Very motivational! Your humor filled stories are sensational.” - King Duncan, Speaker and Author of “The Amazing Law of Influence”

“You speak in the best possible way – from the heart. All I can say is everything else pales in comparison.” - Steve Haag, Berry Network

Patsy Hatfield Lawson, M.S.

NSAT Member and Appalachian Storyteller, Patsy Hatfield Lawson, had one of her stories, “Trip To Memphis” chosen for an NPR program, Going Home to Appalachia. The program

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Patsy Hatfield Lawson, M.S.

aired on Christmas Eve 2004 and also featured West Virginia Poet Laureate, Irene McKinney, Larry Grose, musician, and Pickney Benedict, writer. The hour-long program visited the issues of having to leave the mountain heritage to enter a new life and the returning in midlife to re-look at all the pieces from the past. The program was a perfect launch for Patsy's second CD release, "Aunt Ruby's Funeral Trip" which features the NPR story.

"I consider myself very lucky to have these two events coincide

together," said Patsy. "Doing the recording for the program was interesting in itself because all four of the artists met for the first time by telephone during the recording of the program. "I was in a studio in Nashville, one was in a studio in Massachusetts, another in Virginia and another in West Virginia. I was both a participant and a listener at the same time, which kept me on my toes. We East Tennesseans are not accustomed to thinking that fast on our feet!"

Rethink It With Stories
Patsy Hatfield Lawson, M.S.
Consultant/Storyteller

Announcements:

Seminar on April 13, 2005:

How to Create Your Own Website Using Microsoft Word, sponsored by the Dickson County Chamber, presented by David Humes, ACE (Adobe Certified Expert), NSAT immediate past-president and current webmaster. Go to: www.WebSitesInWord.com for details. David has been working on earning his Black Belt for over four years and will be testing for it on April 24, 2005.

NSA Overview:

The National Speakers Association (NSA) is the leading organization for experts who speak professionally. NSA's 4,000 members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and speaking profession.

NSA's Vision

NSA, the recognized voice of the speaking profession, sets the benchmark for platform excellence worldwide, impacting how people work and live.

NSA's Mission

NSA is dedicated to advancing the art and value of experts who speak professionally by:

- Enhancing platform excellence;
- Facilitating business development opportunities;
- Fostering community;
- Increasing NSA's brand identity; and
- Developing strategic partnerships.

Join the National Speakers Association

Option One: Have you received monetary payment for at least 20 presentations within the last 12 months? You are qualified!

Option Two: Have you given at least 20 presentations to audiences of 15 or more as part of a salaried position within the last 12 months prior to application? You are qualified!

Option Three: Have you made at least \$25,000 giving presentations during the last 12 months prior to application? You are qualified!

Remember: you only have to meet ONE of these requirements to qualify.

(Newsletter continues on next page...)



David Humes, Newsletter Design/Layout, Webmaster

Thank you all for contributing to this effort. Please continue to submit your rich content so this newsletter will continue to be a valuable keep sake for our members.



Cynthia Jordan, Editor

We need more content! Please email your stories, happenings, events, successes, etc., to Cynthia Jordan: emeraldeagle@comcast.net

All NSAT Meetings are on the second Saturday of the month unless otherwise noted. Note the date in May is May 7 (not the 14th).

Monthly Meeting Location: Brentwood Courtyard Marriott (615) 371-9200 (just South of Nashville off of I-65).

Time: 8:30 AM. - 9 AM: registration and networking
9:00 AM to 12:00 PM: NSAT Meeting.

Directions: From downtown Nashville or I-40, take I-65 South. Take the Old Hickory Blvd. exit (West). Go through the first light. Get into the left lane but go through the next major intersection, Franklin Road. Make your first left past Franklin Road (you'll see O'Charley's on the left). After you make the left turn, you'll see the Courtyard Marriott on your right.

For the most up to date information and to register online for an upcoming meeting, visit NSAT's web site: www.NSATennessee.com



"An award winning chapter of the National Speakers Association"

VISIONS & VOICES