

# NATIONAL SPEAKERS ASSOCIATION NSA™ Tennessee

*"An award winning chapter of the National Speakers Association"*

## Visions & Voices

[www.nsatennessee.com](http://www.nsatennessee.com)

NSAT Newsletter

SPRING 2006



*"A Little Madness  
in the Spring/  
Is Wholesome even  
for a King." -- Emily  
Dickinson*

Welcome,  
fellow

NSAT members, to my first effort as the editor of our newsletter!

Please accept my sincere apology for taking so long to get this together. The past six months have been the ultimate "winter of our discontent" for those of us with family and friends along the Gulf Coast. But Spring is upon us and even in New Orleans the drab brown left by the hurricanes' dirty waters is slowly being dotted with patches of green and even

few bits of color – most of it is colorful mold, but we will take any color we can get. The world in Katrina/Rita-land is far from normal, but as Anne Bradstreet reminds us, "If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome." And we are all about welcoming prosperity at NSAT!

So let's take some time as the season of rebirth approaches to shake off whatever adversities the Winter brought with it and glory in the promise of Spring. This is a great time of year to regroup, to ask ourselves how we are coming with our New Year's Resolutions.

(Remember those?) It is the time of year to fill our lungs with the fresh air of possibility and to recommit to the goals we set earlier in the year for ourselves and our businesses. Spring is a time to reassess. Maybe it is a time to give birth to new goals, to follow a new path. Go a little mad and make that contact you wish you had the courage to make! Whatever you decide the Spring is bringing to you, just be sure not to miss the promise of the season.

-- *Sheila Delacroix*

Newsletter Editor

### NSAT Meeting Schedule

Be sure to check current and complete program details on the website: [www.NSATennessee.com](http://www.NSATennessee.com)

**April 8, 2006 - Bill Brooks** - Founder and CEO of The Brooks Group, an internationally known sales and business development research, training and consulting firm, Bill is the author of 14 books. His topic will be "Developing products and services for your speaking business."

**May 13, 2006 - Lisa Aldisert** - Lisa Aldisert's **programs** help professionals to creatively and profitably grow their companies and develop their leaders. Her topic will be "Writing and authorship."

**June 10, 2006 - Tim Gard** - Tim Gard says, "Why just hear a joke and laugh for the moment when you can develop your Comic Vision and laugh for the rest of your life?" Learn to harness the awesome power of humor in your personal and professional life.

*From the President*

by Voss Graham

***“What are you doing to keep your garden growing?”***

Springtime is approaching rapidly and it’s time to prepare your personal garden of success. What a great time to reflect back over the past year. As we review the things that were fun, great, exciting and profitable – we also need to look at the things that were frustrating, boring, routine and unprofitable. So you might ask “Why do we need to look back?” It is a good question. Let’s explore the five reasons or the lessons to be learned that will prepare our speaking garden.

***Do more of the Good***

***Things!*** This would seem like a no-brainer, yet, as speakers and business people we continue to do less of the good stuff and more of the things in the other category. It’s time to change. Like the seasons, we need to look at our beauty – the things that we enjoy and are exciting. Embrace the things you enjoy doing and do more of it. Your passion will show, like the flowers of spring.

***Set stretch Goals for yourself***

***this year.*** Control your thoughts and energy by focusing on the things that you want to achieve during this wonderful new year. Let go of the negative thoughts and “plant” new thoughts into your career. Without the planting of new ideas, the old

ways will dominate your thoughts and your results.

***Remove the old worn out material from your personal garden.*** Yes, it is time to let go of the old stuff! At the NSA Convention, Joe Calloway told us to “throw out” our old and out-dated materials, programs and products! This is a major commitment to the future due to our author’s pride in our old stuff. Our desire for consistency and the easy, sometimes overshadow our true purpose in life. We want to make a difference for others. To move to the next level, we need to let go of the old, comfortable past. Clean out your garden so the new can grow.

***Keep working on your best presentation.***

A key tip: Review your best presentation and see if you need to make it current or more importantly – has the world or market changed so much that a whole new way is necessary for you to continue on your success track? In November, Jane Atkinson shared with us that it’s the presentation that gets you hired more often than the marketing material. Have you worked on your presentation? You will know that your presentation is working when others come up afterwards and ask if you are available on this or that date. Keep your presentation at the top of your mind and let the sun shine in.

***Finally, remember that your personal “speaking” garden***

***needs your attention all year.***

The best method for delivering this attention to YOU and your speaking career is simple. Attend and actively participate in the National Speakers Association and your local Tennessee chapter. The best of the best have been coming to our meetings and sharing their knowledge, expertise and wisdom about speaking. You will see the different styles and content delivery so you can explore your best traits, style and delivery. Also, the NSA continues to provide the best conferences and labs in our industry. NSA has acknowledged their primary objectives for their members are to educate and provide a community for networking. Take advantage of these resources, like a gardener or landscape artist – create your future now. Enjoy life and watch how fast you grow and make a difference for others.

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## *Book Review*

--- by Gary Minor

### *Shut Up, Stop Whining and Get a Life*

by Larry Winget, 2004,  
ISBN 0471654655

Tired of the same old “get in touch with your feelings” stuff that says it is OK to be who you are, do what you do and you will be successful? Well, here is a different approach to building your business and your life.

Larry Winget bills himself as “The Pitbull of Personal Development®.” In this book, he delivers on that claim. He delivers with such bold language as: “if your life sucks it is because you suck and it will continue to suck until you do something about it.”

Others have said, “take responsibility” or “your attitude determines your altitude.” While the message may be basically the same, by looking around your office or plant, I expect you can see some people that have not yet received the “if it is to be, it is up to me” message in such a way that it has been “heard” yet. Winget’s new, bold delivery may be just the message they are looking for.

While the book is filled with universal principles that have been written about for years, Winget’s delivery is anything but old fashioned. It is colorful, bold, and very difficult to argue with. It would be hard to disagree with the statement, “Love your customers and you will do your very best to serve them well.”

Winget also has the ability to add proper perspective to simple truths that many try to make complicated. Regarding why we go to work, Winget states there are only three reasons to go: 1) to keep existing customers, 2) to create new customers, and 3) to make yourself and your organization the kind that other people want to do business with. If you are a manager, no doubt some of your employees have forgotten these simple rules at one time or another, or wish they were not true. Everything that we do must address, at least indirectly, one of these truths.

From a business perspective, the book is a good read that will open your eyes. Either you will encounter a few ideas that you have not heard, or at least have not heard in a way that has motivated you to act on them, or you will read an idea or two that

will give you a new suggestion that will be of help with your staff or teammates.

I believe this book is more than worth the time for anyone who either has customers or employees or wants some. In true Winget fashion, I don’t care if you like me or like the review, just read and learn or prove him wrong!

*Gary B. Minor is a speaker, writer and executive coach located in Franklin, Tennessee. He may be reached at 615-790-3296 or by email at [gary@garyminor.com](mailto:gary@garyminor.com).*



## NSA Calendar – Upcoming National Events – Mark Your Calendar

*Check out all the news and details at [www.nsaspeaker.org](http://www.nsaspeaker.org).*

### Coaching Lab

May 05, 2006 - May 07, 2006  
Tempe, Arizona  
Location: [NSA Headquarters](#)  
Location Phone: (480) 968-2552

### 2006 NSA Convention

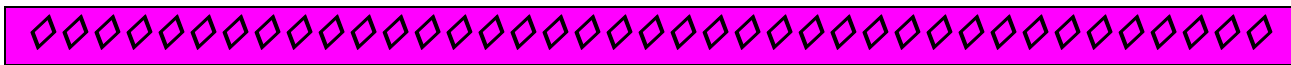
July 22, 2006 - July 25, 2006  
Orlando, Florida  
Location: [Orlando World Center Marriott](#)  
Location Phone: (407) 239-4200

### 2007 Workshop

February 09, 2007 - February 11, 2007  
Denver, Colorado  
Location: [Marriott City Center](#)  
Location Phone: (800) 228-9290

### 2007 NSA Convention

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



*From the NSAT Library*

*Quick Pick*

--by Sheila Delacroix

NSAT Library Video  
#V380

**“The Practice of Presence: How You Can Take Showing Up to a Supernatural Level With Supernatural Results”**

Speaker: Ian Percy, CSP, CPAE

NSA Convention 2005  
Monday General Session

It may take a bit of patience to get into the heart of this approximately one hour video, but it is worth wading through because Ian Percy delivers a thought provoking and stimulating program. The video opens with a pretty long segment of you-had-to-be-there skits and inside

jokes, but don't forget that you can fast forward through those and get to the featured speaker. ☺ (Sorry, folks. No criticism intended of the acting talents of the participants of course!)

In the beginning of the presentation we are introduced to the people who make up the audience of an NSA convention. This is a fascinating little piece where we learn among other things that 75% of NSA members are over 45 years old, that 90% of them have at least one college degree, that most work alone, and that the majority make less than \$50,000/year. Of course some of us make over \$1 million/year, so there's something for everyone.

Percy's requirements for being present include: 1) Slow down. 2) Sense the Source. 3) Sense the Whole. 4) Let go and let come.

Maybe, if you are like me, you will be grateful that Ian Percy introduces you to the father of yoga, Pantanjali, for the first time. Pantanjali said, “When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds; . . . Dormant forces, faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be.” So if you are looking for a little inspiration, check out video #V380 from the NSAT Library.

## *Time to Change the Rules*

by Gary Minor

At the risk of irritating those who are looking for familiar ideas or solutions, I need to say it is time to change the rules. No longer can we look for opportunities to make incremental changes and hope that tweaking the system will take us into the new reality. The new reality is here.

In this new reality, your most successful competitors have already dumped the “kaisen programs” of incremental change for wholesale restructuring of their operations. Their (your) customers are doing business differently, thinking differently, structuring their buying decisions differently. Over the last three years, I would suggest that even the definition of your competition has changed. For instance, movie theaters used to be concerned that rental movies would challenge their market share. Now, it is extreme sports on cable tv and gameboys that compete for those discretionary dollars and hours.

A bit overly dramatic, you ask? Ask Delta, as they launch their new low cost carrier because business as usual is losing money every day. Ask the Coffee

Beanery on Murfreesboro Road in Franklin, TN what they are doing differently since Starbucks opened two blocks away. The Coffee Beanery has excellent chili. Starbucks doesn't. Things are turning around in some industries now, with virtually every other market to follow . . . soon. Are you ready?

My suggestion is to have two standing committees. Rotate the people serving on these periodically, but don't let them die. The first committee is charged with examining the landscape for short term solutions to current issues. Their time frame, when this idea was proposed by Ken Blanchard in 1997 in his book *Mission Possible*, was one year. Now, it is six months – max.

The other committee constantly scans the horizon for emerging issues. Their timeframe, previously 1-3 years, is now 6-18 months. This is a brand new long-range planning time frame. As you contend with the new reality, things move too fast to leave the strategic issues to an annual meeting. At the same time, your traditional long range planning function is continuing. It is still necessary and must deal with issues past this new intermediate time frame. You will likely hear the groan of your staff when

you suggest another committee, another meeting. But going to meetings, thinking, planning, and preparing together for the new reality is what strategic leaders do. It is what organizations run by strategic leaders do.

Issues that hit the landscape the week after the strategic meeting used to be left for next year's event. Now, if you leave it alone for eleven months and three weeks, you could be out of business before the next planning cycle begins.

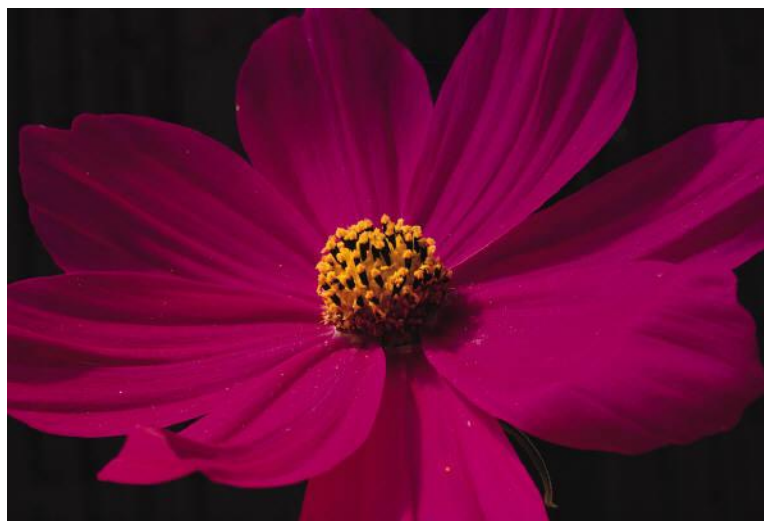
If this is troubling to you – good. That means you get it and will give serious thought to these ideas. Or maybe you are already executing a strategy to keep the landscape properly scanned in a timely way. If you are not concerned, you are likely stuck in the first stage of the change cycle – denial. The denial you currently feel could put your company's future in jeopardy. I am not prone to alarmist language, but it is later than you think . . . It is time to change the rules!

*Gary Minor is an executive coach, published author, and noted speaker on strategic leadership, change and teams. He is the Executive Director of the 21<sup>st</sup> Century Leadership Institute based in Franklin, TN. He may be reached at [gary@garyminor.com](mailto:gary@garyminor.com). This article was first published in the Nashville Business Journal.*

*Calling All Contributors!*

Now that we are back on track (!) with the NSAT Newsletter, please become a part of this effort by contributing a piece of writing. Do you have a book review to share? Is there a CD or video you have checked out of our library that you think everyone should experience? Do you have a picture that speaks a thousand words? Have you come upon a truth or a skill that has changed your way of thinking or doing? The title of Gary Minor's article, "Time to Change the Rules," struck a cord with me. Can you relate to that title? Are there some rules that you have thrown out lately? I'd like to borrow Gary's title and have others contribute on that theme. Do you have suggestions? Send them along.

***The deadline for contributions to the Summer 2006 issue is May 31, 2006.  
Please send all submissions to me at [SheilaSpeaks@aol.com](mailto:SheilaSpeaks@aol.com).***



*Spring is when you feel like whistling even with a shoe full of slush.*

*~ Doug Larson*