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Feature Article

Seeds of Change

By Theresa Behenna

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Before you freak out - this is SO not about Barack Obama. It's about the only sure thing in our lives (before death and after taxes). For most people CHANGE is a scary word particularly if you work for a company that goes through reorganization and mergers.



Recently I was the keynote speaker at a Professional Administrative Appreciation event. The client had asked me to make all the administrators feel special by pointing out how valued their work was. No worries. I interviewed a couple of association members before the event to customize my speech and found some common ground about changes in their lives. Everything starts with attitude. No big surprise. However there is a powerful grossly underestimated tool we can all use to achieve goals, realize dreams, be more productive on the job and create a pleasant work environment. (Translation: cha ching!!!)

Curious? Read on...

Twenty something years ago, as a professional entertainer from Australia, I was playing the piano at the Shangri-La Hotel in Singapore. Life was good. It was that big fish in a small pond thing working for me. I wanted to go to America but there was one major problem - I didn't think I was good enough. I lacked the self confidence to even try to take the next step. (Sound familiar?)

The most popular song in Singapore at that time was "Don't Cry For Me Argentina" by Andrew Lloyd Webber. One night after I finished playing that song the entire room burst out into thunderous applause. I was glowing with the instant gratification this brings and determined to maintain the excitement of the moment by playing an audience participation song with everyone clapping along. They did. Woo Hoo! Big fun! Suddenly a man came up to me at the piano and began to ramble on about how well I had played "Argentina" blah, blah, blah. I was ticked. How could this dufus have such bad timing? Couldn't he see I was busy being a Diva? In no uncertain Aussie terms I told him to buzz off. He then apologized and introduced himself as Andrew Lloyd Webber. No kidding. No joke. He was the real thing.

Have you ever wanted to take back your words and be instantly kidnapped by aliens?

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Do you realize what a tremendous impact words have on our lives?

There's a group of administrators that will tell you they feel like they're all that AND a bag of chips because they've been told so. Words are seeds for change. Andrew Lloyd Webber's few words of praise changed my thinking. They instilled belief in myself and helped realize my dream of coming to this great country. Change your mind, change your life! Maybe the changes your company is going through are a golden opportunity for you to get a grip on that dream job. Who can you talk to that will support and encourage you?

If you're the boss reading this - think about giving an employee a huge boost with a compliment on his/her work efforts. Then give yourself a pat on the back 'coz you just gave your company a huge boost in productivity. People work harder for people they like. Got it?

Oh, by the way.....

.....please **don't** send this to Andrew Lloyd Webber's publicist.

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TERESA BEHENNA

CHANGE

Are You Crazy?

The definition of insanity is doing the same things the same way and expecting different results.

Change is vital for growth and success in any area of life.



People are talking about Theresa...

"With our long history of this event attendees expect only the best and this year's kickoff speaker Theresa Behenna was fantastic as evidenced by the standing ovation at the end of her presentation! I was particularly impressed with how she connected to our diverse group by including several of our members in her program. Emphasizing her points with music definitely ranks her as being one of the most memorable entertaining speakers we've ever had!"

- Devy Hardeman, American Business Women's Association

ABOUT THERESA BEHENNA:

This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.

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TOM BRITTON

SALES & MARKETING

Less or More?

The economy is causing businesses to change. Will your business be around and profitable next year? Some will not.

Why? Some companies are looking for ways to cut costs by giving their customers less. However, if you want to increase your sales and set yourself apart from the competition, surprise your customers and give them more than they bargained for.



Go the extra mile. If you're creative, it can be done without increasing costs. As a result you'll retain your good customers, attract new ones, and be ready to soar when the economy rebounds.



People are talking about Tom...

"With the changes taking place in business today Tom Britton's message brought exactly the focus we needed. It was the perfect blend of entertainment and thought stimulation."

John Langford, IBM

ABOUT TOM BRITTON:

Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated about selling and changing...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?

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SUE PISTONE

ORGANIZATION

Prioritize Your Daily Work

There is only so much time in the day – do not get overwhelmed by ALL you have to do because it can't ALL be done today. Look at everything you have to do and rate it A, B, or C with A being the most important.

Next, decide how long each task will take. If you only have 2 hours for paper work and that is how long your A's will take, then place the B and C's in tomorrow's file. Tomorrow rate your work again – today's B might be a tomorrow's A. This will help you to manage time better and your today work.



People are talking about Sue....

"I love my system. What's best is everything has a home. It may not always be living in its home, but when I clean I know exactly where it goes and I am easily back on track. Thank you, thank you!"

Susan Tornlof, Senior Account Executive, SkillSoft

ABOUT SUE PISTONE:

Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.

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DONNA FISHER, CSP

NETWORKING

Your Influence Has a Ripple Effect

Your Influence Has a Ripple Effect

Everything about you – your attitude, behaviors, actions and conversations – influences the people around you. What you do and don't do, say or don't say can make the difference .

You influence the people around you all the time. Your actions, words and conversations affect the way others may choose to think or act. Choose wisely. It's your responsibility to be a positive source of influence in the world.



People are talking about Donna....

"I am still getting phone calls about your program. Thank you so much for making our first program of the year such a success!"

Linda Waldman, Association of Volunteer Administrators

ABOUT DONNA FISHER:

Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.

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PEGGY MORROW, CSP

CUSTOMER SERVICE

Getting Feedback

When you want to see if you have communicated correctly, don't ask, "Do you have any questions?" Instead, say, "What questions do you have?" It will make the person feel more comfortable about asking questions.



People are talking about Peggy....

"Peggy has a gift for making her workshops entertaining, interactive, and rewarding. The bonus we received from her training was a greater "sense of team." I have no doubt that any organization who utilizes her for staff development will be as "wowed" as we were."

William G. Raffetto, Ed.D.
San Jacinto College Central

ABOUT PEGGY MORROW:

For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.

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WILLA DECKER

HEALTH & WELLNESS

Fact or Fiction?

It is a fact that our thoughts do impact our immune system.

It's so true that there is actually a discipline called PsychoNeuro-Immunology.



People are talking about Willa....

"On behalf of the Tyson Nursing Team, I want to thank you for providing a very informative program for our conference. The nurses received valuable and practical information that they can apply in every day occupational health nursing situations and personal life experiences with our group. It certainly set the tone for the remainder of our conference."

Mary B., Tyson Foods, Inc.

ABOUT WILLA DECKER:

Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.

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WAYNE SPRINGER

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Inclusive Leadership Tip

“People won’t long remember what you did or said. But they will remember how they were treated.”

Treat all of your employees, associates, and customers with respect.



People are talking about Wayne....

“Wayne’s interactive presentation was both informative and profitable. His presentations are balanced with humor and memorable examples. I would recommend him to any group.”

- Pegi Newhouse, America Marketing Assoc.

ABOUT WAYNE SPRINGER:

When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.

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