



# Soundly Speaking

AT OUR OCTOBER 20<sup>th</sup> MEETING:  
David Nour, Social Networking Strategist



## Are You LinkedIn? B2B Social Networking Technologies

Did you know that on LinkedIn® are 12 million experienced professionals from around the world, representing 150 industries? Every one of the *Fortune* 500 companies is represented. In fact, 499 of them are represented by director-level and above employees. People with 20+ connections appear in LinkedIn search results 15x more often. LinkedIn users accept 83% of referrals, and 97% of LinkedIn users join because of invitations from existing members. Members tend to be 30-55 years old.

### What is LinkedIn?

It's a social networking technology website enabling users to create a profile to summarize their professional accomplishments. Your profile helps you find, and be found by, former colleagues, clients and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections' connections, and the people they know, linking you to thousands of qualified professionals. The challenge with most users is that they really don't know how to maximize their presence on LinkedIn by leveraging recommendations and introductions into new opportunities.

That's what this month's NSA Georgia meeting will address! Come see David Nour, our own VP of programs, walk through a series of best practices—from how to sign up and build a profile to how to search for and connect with thousands of valuable resources online. From LinkedIn® to ZoomInfo, Spoke®, Jigsaw® and Second Life, we will review the fundamental challenges and opportunities for using these social networking technology tools to further your strategic and quantifiable relationships toward business development and engagement due-diligence success.

David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. In a global economy that is becoming increasingly disconnected, relationship economics® is solving global client challenges with intracompany, as well as externally focused, strategic relationship planning™.

A native of Iran, David came to the US with a suitcase, \$100, limited family ties and no fluency in English! In the past 25 years, he has built an impressive career of entrepreneurial success, within both large corporations and early stage ventures. David is an author, a senior management advisor, and a featured speaker for corporate, association and academic forums, where he shares his knowledge and experience as a leading change agent and visionary for relationship economics®—the art and science of business relationships.

In addition to serving his community as former board member of the Center for Puppetry Arts and former cochair of the United Way Tech Initiative, The Bridge, and the High-Tech Ministries, David is also an active member of several professional organizations, including Association for Corporate Growth (ACG), American Management Association (AMA), Institute of Management Consultants (IMC) and Society of International Business Fellows (SIBF).

This past year, David was named to *Georgia Trend's* 40 Under 40, *Atlanta Business Chronicle's* Up and Coming, and Who's Who in Atlanta Technology Awards. He has been featured in a variety of publications, including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *The Atlanta Business Chronicle*, *Georgia Trend*, *SmartMoney.com*, and *Success* magazine.

David earned an Executive MBA from the Goizueta Business School at Emory University, where he's often a guest lecturer, and a BA in management from Georgia State University.



## President's Message

### Waldo Waldman

We have a saying in the fighter-pilot world: Lose sight, lose fight. Lose sight for just a second of the ground or aerial target, and chances are you'll lose the fight (i.e., miss the target or get shot down). It takes intense concentration, discipline and focus to keep sight. Your vision is only as good as how well you see the immediate target.

We've all heard the experts at NSA, and others as well, talk about vision. Vision paints an inspiring picture of what an organization can become and gives us something to believe in, work toward and identify with. Warren Bennis calls it "a compelling goal." When we have a vision, we're naturally driven to achieve it, and it inspires us to action every day. It gives meaning to our mission as it provides a purpose in all we do.

Henry David Thoreau said, "In the long run, people hit only what they aim at." He was onto something there. The key word is "aim." Aim requires focus, and lack of focus is one of the huge factors that lead to failure. Most of us have a decent vision of where we're going. But it's rare to find someone with a clear and laser-sharp focus who has the discipline to stay on target to achieve this vision. Long-term vision is great, but it's useless unless you stay on target every day and not become distracted by items that are not mission-critical.

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#### ***Beware of Distractions Disguised as Opportunities.***

This gets to the core of why focus is so vital to success. Focus guides us in the daily activities that lead to the accomplishment of our vision. Think about it. You're entrenched in writing an awesome proposal for a seminar and the phone rings. You're practicing your sales pitch to that huge prospect and an e-mail pops up "demanding" an immediate response. You've just sat down to plan tomorrow's schedule and your friend calls to discuss a relationship issue.

One second you're ready for action, the next you're off-target trying, to deal with an "opportunity" that is simply a distraction designed to help you lose focus on what's important. What you do at that moment is crucial.

I'm not saying to blow off everything other than the task at hand. But if you're serious about success in the world of speaking, you better have your priorities straight and multitask only items that support the immediate mission. Any successful speaker will tell you the same thing.

Vision without focus is like a combat mission without an objective. You fly around after targets of opportunity but, in the end, never accomplish anything. The key to keeping focused is establishing parameters and boundaries for your activities and staying disciplined. Here are some starters:

- Silence the phone, shut down your email, and lock the door to your office.
- Have focus sessions—up to an hour of uninterrupted time when you're focused on a single task.
- Delegate to your wingmen, delay, or ignore items that are not mission-critical.
- Hire wingmen and outsource these tasks.

Staying focused is difficult and requires intense training and discipline, something that fighter pilots rely on to win in competitive and rapidly changing environments. In today's world of changing technology, constant communication, and "I need it now" mentality, the difference between Top Gun and average is focus.

I hope I've made my point clear. And remember: You're not up there alone!

*Waldo Waldman builds team unity within organizations as a high-energy inspirational keynote speaker. A former combat-decorated fighter pilot with real world corporate experience, he brings an exciting and valuable message to organizations by using fighter pilot strategies as building blocks for peak performance, teamwork, leadership and trust. To learn more about Waldo, visit [www.yourwingman.com](http://www.yourwingman.com), e-mail [Waldo@YourWingman.com](mailto:Waldo@YourWingman.com), or call 770-333-9867.*

# MAKING A SKEPTICAL OF YOURSELF

Kay duPont, CSP, CPDT, Editor



As editor of this wonderful newsletter for many years, and as editor to many writers and corporations, and in my 30 years as a speaker, I've seen some strange words come through my email and heard some even stranger ones from the stage. Some mistakes in word usage are glaring (such as "I done it" or "I have spoke"), so that the meaning can be easily deciphered in both writing and speech. But the corrections for other misusages are not so readily apparent. Those are the ones that can be truly embarrassing—in both mediums.

The queen of the misspoken phrase was a character in *The Rivals*, a comedic play written in 1715 by Richard Brinsley Butler Sheridan. The character's name, Mrs. Malaprop, comes from the French *mala propos*, which, loosely translated, means *inappropriate*. Mrs. Malaprop's speech has become a classic example of misuse.

Mrs. Malaprop refers to her daughter as "head-strong as an *allegory* on the banks of the Nile" and a "*progeny* of learning." We, of course, can easily see that she meant *alligator*, not *allegory*; and *prodigy*, not *progeny*. And a personal favorite: "He is the very *pineapple* of politeness."

But not all words that look alike or sound alike (or both) are so easily distinguishable, nor are the errors always so funny. Take, for example, the television announcer who offered us a selection of *blacklist* books—instead of *backlist* books. Or the newsletter that said the chairman's remarks concerning the recession were *contemptible* instead of *contemplative*.

Other recent examples: "I am not going to make a *skeptical* out of my boxing career."—Tonya Harding

"I can shoot with my left hand, I can shoot with my right hand, because I'm *amphibious*."—Charles Shackleford

"*Congradulations*, Graduate!"—Hallmark

"Maybe between the time I *left* Camp David and here, I'll learn more."  
 "You teach a child to read, and *he or her* will be able to pass a literacy test."  
 "What *is* your ambitions?"  
 —George W. Bush

And if you think the newscaster who reported, "The shooting was narrowly *perverted*," instead of *averted*, will ever live it down, think again.

To find out how close you are to being another Mrs. Malaprop, take this quiz. Choose the correct word in the left-hand column to match the definition in the right-hand column. **Answers on Page 4.**

MEANING	WORD
(1) To approve, agree to	accept, except
(2) Redo to suit yourself	adapt, adopt
(3) Nongender possessive	it's, its
(4) To influence	affect, effect
(5) Completely prepared	already, all ready
(6) What speakers stand behind to speak	lectern, podium
(7) Us	Kay and I, Kay and me
(8) They	him and her, he and she
(9) We	her and I, she and I
(10) Put an item on the table	set, sit
(11) Excited	enthused, enthusiastic
(12) Sick to your stomach	nauseous, nauseated
(13) Desiring, wanting	desirable, desirous
(14) Lacking interest	disinterested, uninterested
(15) Smaller amount of things	fewer, less
(16) Each day	every day, everyday
(17) Over and over again	continual, continuous
(18) Limiting adjective	jest, just
(19) More distant	farther, further
(20) Mistaken perception	illusion, allusion
(21) Suggest indirectly	imply, infer
(22) Unwilling to believe	incredulous, incredible
(23) Goes with	compliments, complements
(24) Go into a prone or supine position	lie, lay
(25) Suffer the loss of	loose, lose
(26) A person	who, that
(27) More quantity	further, additional

*M. Kay duPont, CSP, CPDT, Your Writing Partner, partners with speakers and writers to produce and publish professional books, marketing materials, articles and website copy. Contact Kay at 770-395-7483 or visit her website: [www.YourWritingPartner.net](http://www.YourWritingPartner.net).*

# When You Damage Relationships ...

David Nour, VP of Programs



You get back to the office and there it is: a strange, rather cold email from an otherwise warm, friendly and favorite client containing a message to the effect of “We need to talk!” The tone gives you some hints of trouble so, beyond the typical phone call, you decide to get on the next flight and go see them (remembering that nothing will ever replace feet on the street).

It turns out that something you did—let’s refer to the accusation as undeniable fact—was completely misconstrued, misunderstood and mistaken for a direct insult to the sanctity of the project, the organization and, most importantly, the trust they’ve placed in you and your organization by sharing confidential information regarding an upcoming product launch, a board meeting, or a pending merger-and-acquisition event. Without intent, you’ve misaligned expectations (which is typically how relationships go bad) and have clearly disappointed not only your favorite client but several others in the organization as well.

These are people you considered friends. You have been out to several dinners together and went to a Yankees game together last month. You genuinely like them, although they often feel like you have a hidden agenda! You believe that your products or services could sincerely improve the overall condition of this client and help them achieve their key goals and objectives.

But, because of this damaged relationship, they cancel the next 3 seminars and your consulting contract, and send your entire team packing!

What’s the solution?

1. **Clearly understand the client’s perspective!** Regardless of how unjust it may sound, or how disappointed you may be that you’ve let them down (unintentionally of course), shut up and listen quietly, politely and intently!

2. **Apologize.** Even if you did nothing wrong, the only thing that matters is their perception, so put your ego aside and apologize. What they need to hear is that you’re sorry for the isolated incident.

3. **Fix it now.** Drop whatever else you’re doing, get on the phone with the right resources, and get it resolved. Regardless of the cost, effort or anything else, if the relationship is important to you, “do the right thing and do it now,” as Rusty Gordon, a CEO I respect immensely, likes to say.

4. **Follow up.** Immediately send an email saying that the issue has been fixed (hopefully to their satisfaction) and apologize again.

5. **Follow through.** Step 4 is an event. Step 5 is a process of offering value, repairing the damage and letting time heal the wounds. They don’t want to see you right now, but that doesn’t mean you disappear. Politely and professionally stay in touch and find ways to add value to their efforts. They’re still the same company with the same set of challenges.

Above all, make certain that you and your team have learned from this misstep and try not to repeat it again. After all, we’re all human, so we will make mistakes. What’s critical is that you fail fast, fail forward, learn from each mistake, and notch a bad judgment as an expensive experience!

*David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. A native of Iran, David came to the US with a suitcase, \$100 cash, limited family ties, and no fluency in English! Now he is an author, a senior management advisor, and a featured speaker on relationship economics for corporate, association and academic forums. Contact David at 1-888-339-1333 or [dnour@nourgroup.com](mailto:dnour@nourgroup.com).*



## ANSWERS TO WORD QUIZ ON PAGE 3. CALL KAY (770-395-7483) IF YOU WANT EXPLANATIONS!

- |                |                   |                  |
|----------------|-------------------|------------------|
| (1) accept     | (10) set          | (19) farther     |
| (2) adapt      | (11) enthusiastic | (20) illusion    |
| (3) its        | (12) nauseated    | (21) imply       |
| (4) affect     | (13) desirous     | (22) incredulous |
| (5) all ready  | (14) uninterested | (23) complements |
| (6) lectern    | (15) fewer        | (24) lie         |
| (7) Kay and me | (16) every day    | (25) lose        |
| (8) he and she | (17) continual    | (26) who         |
| (9) she and I  | (18) just         | (27) additional  |