

A few words from the president

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Unintended consequences

By Ric Giardina

As speakers we've all had this experience: someone rushes up after a program to tell you they really identified with what you said.

Maybe they tell you their life has changed or will change because of it. Then they feed back words you know you never uttered, and you're dumbfounded!

What gives?

I think these situations arise because of what I've come to call The Speaker's Law of Unintended Consequences.

The general Law of Unintended Consequences states that actions of people — and especially of governments — always have effects that are unanticipated or unintended. As you might imagine, there

are both positive and negative unintended consequences.

On the platform, we always have intended consequences we expect to achieve — raised awareness, motivation, education, entertainment, and so on. Surprisingly, though, the most powerful moments people experience seem to arise as unintended consequences. It's as though folks aren't hearing what we say, but what they need to hear.

Our role?

Often, it's nothing more than creating an environment of honesty and openness in which people hear what they have to say to themselves — sometimes for the first time — even if they think it's us doing the talking.

Whether we are motivational speakers, trainers, coaches, or consultants, in a



RIC GIARDINA

way that's what we provide — the opportunity to look at life's situations from a different perspective.

It's also useful to remember that while we can reframe life's situations, any and all movement that takes place in our audience members is a function of individual endeavor . . . and so often the result of unintended consequences.

NSA survey results

Here are the results of the National Speakers Association 2003 Member Survey, conducted via web poll between February 25 and April 3. There were 814 respondents.

- 34.7% of the respondents have been speaking professionally between 11–20 years; 27.8% between 6–10 years.
- 24.9% have been members between 3–5 years, 24.9% between 6–10 years, and 22.5% between 11–20 years.
- 52.3% are male, 47.7% female.
- 46.6% are between the ages of 46–55.
- 37.8 percent are college graduates, while 35.2% hold master's degrees and 13.5% doctoral degrees.
- 15.8% are CSPs.
- 64.5% earn 100% of their income from speaking and related services.

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Got
news?



The deadline for the December issue of *Professionally Speaking* is Monday, Nov. 10.

Send articles (250 words maximum and of value to members), news items and photos to editor Jeff Rubin at: jeff@put-it-in-writing.com

UPCOMING PROFESSIONAL SPEAKERS ACADEMY SESSIONS

December 6

10 a.m. – 2:30 p.m. • Westin Hotel • \$45 pre-registered

Three sessions for running your business like a pro

What Every Speaker Should Know About Copyrights

Former attorney **Francine Ward** teaches how to protect your intellectual property, while avoiding the legal landmines associated with clip art, photos, software, MP3s, outsourcing, quotations, and more!

If You Can Dream It, You Can Have It!

Hear Francine's journey from a drug-addicted, alcoholic, scared person to a lawyer, author and powerhouse motivator. She'll share the systems and strategies that helped her bounce back and build a booming business.

How to Run a One-Person Speaker's Business So It Doesn't Run You

Noted speaker mentor **Patricia Wiklund** provides the know-how and forms to: respond to a request like a pro in one day, generate everything needed for new engagements in 30 minutes, assess your financial health on one sheet of paper, and more!

Fees

- \$45 per session for Members/Passport holders; \$55 for non-members; \$10 extra for onsite registration.
- **GOLD PACKAGE:** Buy 4 Speakers Academy sessions, get one Super Session free (\$180 for members and passport holders; \$220 for non-members) — save \$25! You will be given a ticket to use through June 2004 for a Super Session, Celebrity Series or Super Session audiotape.
- **PLATINUM PACKAGE:** Buy 4 Speakers Academy sessions and 3 Super Sessions, get 2 Super Sessions free (\$255 for members and passport holders; \$295 for non-members) — save \$50! You will be given 2 tickets to use through June 2004 for a Super Session, Celebrity Series or Super Session audiotape.

Please register when using a Professional Speakers Academy ticket, so we can ensure proper seating at the events.

REGISTRATION: ONLINE AT WWW.NSANC.ORG; EMAIL TO INFO@NSANC.ORG; PHONE: 650/871-4220, FAX 650/871-5602.

CHECK WWW.NSANC.ORG FOR MORE DETAILED INFORMATION ABOUT PROFESSIONAL SPEAKERS ACADEMY PROGRAMS.

Members in the news

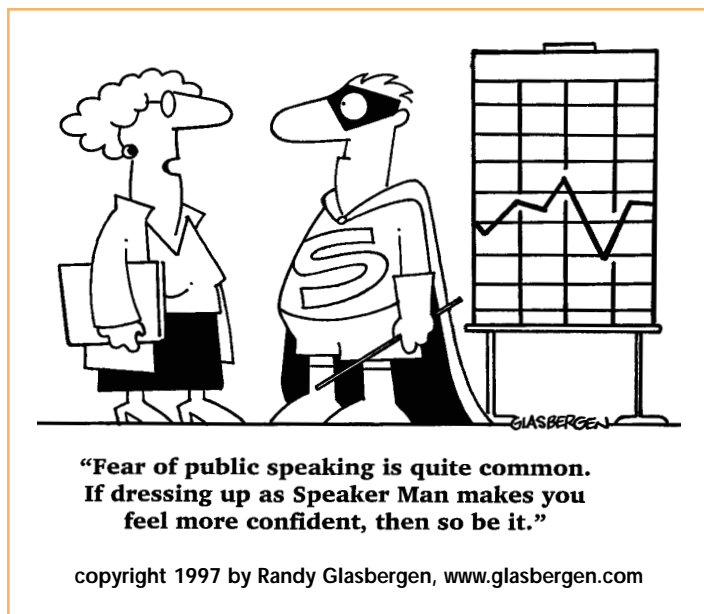
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ED BRODOW was featured in a segment about negotiating on *Inside Edition*, a syndicated TV magazine show. He also appeared on *Fox News*, *Fortune Business Report* (New York 1 News), *Your Money* (CLTV-Chicago), *Your Morning* (Northeast U.S.), *CBS Marketwatch*, *Bloomberg Radio*, *The Tavis Smiley Show* (NPR), and *KRON TV-San Francisco*.

Passport holder **ANDREA FRANK HENKART** and her daughter, Journey, were on *Family Talk* radio, a syndicated talk show about parenting issues, broadcast from San Francisco.

Passport holder **JANET BAILEY**'s article on how mothers cope with returning to the workplace appeared in the *Ladies' Home Journal*.

Passport holder **ROMANUS WOLTER** has been named the "Success Coach" columnist for *Entrepreneur* magazine and the back-page columnist for *Be Your Own Boss* magazine.



Barry Wishner in November . . . Patricia Fripp in January

NSA/NC's Celebrity Series has two great programs lined up — home visits with two of our chapter's most successful and highly paid speakers.

Our 2003-2004 Celebrity Series kicks off Saturday, November 22, with an opportunity to spend three hours behind the scenes with Barry Wishner and his wife and business partner, Barbara. The program will be held from 9:30 a.m.-12:30 p.m.

Barry and Barbara's program —*The Anatomy of a Booking* —will cover marketing by phone and snail mail, as well as electronically; developing program titles that sell; identifying markets; building a business model; developing original material; creating collateral material; developing and writing supportive materials (one-sheet, video, articles, etc.); and producing a great video.

Barry is a nationally known speaker and expert on business execution and seizing future opportunities in business.

Learn how this very successful speaker runs his business. Bring a sample of your

Saturday, November 22, 2003
Home of Barry and Barbara Wishner
Woodside
Arrive: 9 a.m.
Program: 9:30 a.m. – 12:30 p.m.

Wednesday, January 7, 2004
Home of Patricia Fripp
San Francisco
Refreshments/Networking: 6 – 6:45 p.m.
Program: 6:45 – 9:30 p.m.

**\$25. Register for either program online
at www.nsanc.org
or via phone at 650/871-4220.**

marketing materials and get feedback on how to improve your brand and keep your calendar booked.

Next, start the new year off right on Wednesday, January 7 with an evening visit to founding NSA/NC President Patricia Fripp's home office. This is always a popular event on the NSA/NC calendar, and will be limited to the first 10 who sign up. The program will be held from 6-9:30 p.m.

View Fripp's technology

and systems, learn her strategies and tactics, ask your questions about how she runs her business without full-time help.

Patricia is the only person in our chapter who is a CSP, CPAE and Cavett Award winner, and only one of two national NSA presidents who also was an NSA chapter president. She is an in-demand speech coach and transformer of sales teams.

CHAPTER MEETINGS

Saturday, Jan. 10, 2004
Westin Hotel, Millbrae
9 a.m. – 2:30 p.m.

Saturday, March 6, 2004
Westin Hotel, Millbrae
9 a.m. – 2:30 p.m.

Saturday, May 1, 2004
Westin Hotel, Millbrae
9 a.m. – 2:30 p.m.

CHAPTER EVENTS

Saturday, Nov. 22, 2003
Celebrity Series
Barry and Barbara Wishner
Woodside
9:30 a.m. – 12:30 p.m.

Saturday, Dec. 6, 2003
Speakers Academy
Westin Hotel, Millbrae
10 a.m. – 2:30 p.m.

Wednesday, Jan. 7, 2004
Celebrity Series
Patricia Fripp's home office
San Francisco
6 – 9:30 p.m.

Saturday, February 7, 2004
Speakers Academy
Westin Hotel, Millbrae
10 a.m. – 2:30 p.m.

Saturday, April 3, 2004
Speakers Academy
Westin Hotel, Millbrae
10 a.m. – 2:30 p.m.

The NSA/NC website has details on all meetings and events.

NATIONAL MEETINGS

LEVERAGING YOUR EXPERTISE LAB
December 12-14, 2003
NSA Headquarters
Tempe, Arizona

2004 WESTERN WORKSHOP
January 30-February 1
Portland Hilton
Portland, Oregon

2004 EASTERN WORKSHOP
February 27-29
Hyatt Regency St. Louis
St. Louis, Missouri

PRESENTATION SKILLS LAB
April 23-25, 2004
NSA Headquarters
Tempe, Arizona

2004 NSA CONVENTION
July 17-20
Desert Ridge Marriott
Phoenix, Arizona

NSA survey results

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➤ 86.5 percent speak to the corporate market, 84.3% to associations, 51.7% to educational institutions, 46.8 percent to non-profits, 41.5% to governments, 40.5% to the healthcare industry, 31.3% via public seminars, 30.3% to service clubs, 26.4% to religious organizations and 16.7% to the youth/teen market.

➤ 81.1% had speaking gigs in 2002 for which a fee was not charged.

➤ 55% had no bookings from bureaus and agents, and 25% had between 1-10 bureau/agent bookings. Only 0.7% of respondents had between 91-99% of their business from bureaus or agents.

➤ 47.8% had between 21-50 bookings in 2002; 22.7% had between 0-20, and 14.7% had between 51-75. On the other end, 0.7% had 151-200 bookings and 0.5% had more than 200.

➤ 34.8% spoke to audiences of fewer than 50 people, 27.2% between 51-100 people, and 17.6% between 101-200 people. Only 0.5% spoke to audiences of more than 1,000 people.

November 1 meeting

> **from front page** comedy. In terms of communicating with people and dealing with audiences, it's pretty similar. People want to be entertained.

"What makes us accessible to humans is connecting through the heart. Data and information connect through their brains; humor connects through their hearts. If you have great material and you're humorous in a natural way, your message will go farther."

Comedy, Kurtis says, is about shattering perceptions.

"For example, a person sees a bus and calls it a bus; a funny person says it's a metal SARS carrier," he says. "Or, take imitation crab. Some would call it a not-so-good food by-product. A funny person would say it's crab that does a bad Jack Nicholson impression.

"I will teach you how to do this."

Kurtis will talk about the structure of comedy, and how to create comedic material from scratch.

LUNCH PROGRAM

JANE POLLAK

If I Can Make a Business Out of This, You Can Make a Business Out of Anything . . . and . . . Things

I Wish I'd Known When I Started My Business: 12 Tools and Strategies for Growing Your Speaking Career.

Jane will offer inspirational highlights from two of her most requested entrepreneurship programs. If you're seriously interested in taking your business to a higher

level or are eager for a burst of enthusiasm and ideas, Jane will provide you with a toolbox full of tips and strategies for growing your business, including:

- The foundations of small business success.
- How professional development is fueled by personal growth.
- How to organize your business with a simple tool.
- How to create a world-class image.

MEET THE PROS

First session in November

Our annual Meet the Pros session will kick off our November meeting.

Pros lined up so far include **Patricia Fripp** (presentation skills), **Ed Brodow** (negotiations), **Mike Larsen** (book publishing), **Mitchell Friedman** (PR), **Allen Klein** (humor), **Marilyn Snyder** (PowerPoint), **Jenny de St. Georges** (international speaking), **Roberta Guise** (marketing, 1-sheets, etc.), **Rebecca Morgan** (creating income without leaving home), **Carolyn Millet** (getting started in the speaking industry), **Sue Dyer** (building expert status), **Caterina Rando** (producing low-cost, high-profit products), **Elayne Savage** (how to get interviewed), **Scott Marcus** (speaking on cruise ships) and **Mike Robbins** (finding mentors).

More pros and topics may be added as the meeting nears.

- How to develop product with the help of a business coach.
- How to create a Mastermind group for your business.
- How to trust your gut.

Audiences members will be inspired to take the next step in developing their own small businesses, encouraged to evolve their businesses in

response to market demands and motivated to face the challenges of every small business owner.

A former art teacher, Jane's career shot to a new level when asked to decorate an egg for the White House's annual Easter Egg Roll. Not long after, this wife and mother was running a full-blown home business, speaking internationally and appearing on national television shows including NBC's *Today Show*, CNN, HGTV and Lifetime.

Jane's work has been featured at the Guggenheim Museum Shop in New York City, the Smithsonian Institution in Washington, DC and the Ronald Reagan Library in Simi Valley.

In 2002, the Small Business Administration named Jane the Home-Based Business Advocate of the Year for Connecticut and New England.

SUPER SESSION

KURTIS MATTHEWS

Seriously, You're Not as Morose as You Thought

In this workshop, Kurtis will take several volunteers from the audience, picked on the spot, and look at portions of their programs.

"I'll show people how to make these sections funny, make those specific

parts of their talk work better, and be more comfortable in front of the audience.

"The audience always matches your state; if you're nervous, the audience will be nervous. If you're comfortable, the audience will be comfortable and they'll like you, even if you're not funny."

Calling all leaders!

Ever wondered what's involved with serving on our chapter's board of directors?

Interested in learning about this coming year's Leadership Development Program (LDP)?

Considering volunteering to lead or serve on an NSA/NC committee this year?

Whether you're a board candidate or prospective LDP member, or just interested in learning more about leadership, plan to join us at our:

OPEN HOUSE FOR BOARD OF DIRECTORS CANDIDATES AND LEADERSHIP DEVELOPMENT PROGRAM

**SUNDAY, NOVEMBER 9
2-4 P.M.**

AT THE HOME OF PRESIDENT RIC GIARDINA AND HIS WIFE, BETSY, IN LOS GATOS.

Hear from current and past leaders about the benefits of service leadership. Get your questions answered about how our board works, roles and responsibilities, and where it all leads.

Refreshments will be served.

RSVP by November 6 to Caterina Rando at (415) 668-4535 or cpr@caterinar.com.

Questions? Contact Craig Harrison at (510) 547-0664, or nsa@craigspeaks.com.

Ric's address and directions to his home will be given upon registration.

– Craig Harrison,
Leadership Development
Program Chair

– Caterina Rando,
Leadership Development
Program Co-Chair

Members in the news

Join NSA/NC . . . save money on meetings and events

Did you know you can save nearly the entire amount of your membership dues on meeting and event discounts alone?

It's true! Do the math.

Your membership gets you reduced pricing on each regular chapter meeting, as well as the Professional Speakers Academy and special events.

JILL LUBLIN was featured in an *Entrepreneur* magazine article, "Be Your Own Boss," by Passport holder **ROMANUS WOLTER**.

Rich Fettke was named "Best Coach of the Bay Area" in *San Francisco* magazine's annual "Best of the Bay Area" issue. He and one of his coaching clients were featured in an *Entrepreneur* magazine story, "Ready to Take Your Business Up a Notch?"

ELAYNE SAVAGE, Ph.D., was quoted in articles in *San Francisco*, *Good Housekeeping*, *Seventeen*, *First Woman* and *Woman's World* magazines, and the *Chicago Tribune*, *Los Angeles Times* and *Contra Costa Times*.

ROBERTA GUISE was quoted in an article, "PR, Publicity and Promotion," in *Club Industry* magazine.

MITCHELL FRIEDMAN, APR's article, "Self-Promotion Skills for the Working World," was published in *Random Sample*, the newsletter of the South Bay Chapter of the American Society for Quality. His article, "Five Reasons to Conduct Media Interview Training," was published by MediaMap's *ExpertPR Newsletter*.

Borders Books has printed another 60,000 copies of CSP **ALLEN KLEIN's** book, *Winning Words*. That's on top of the first printing last year of 50,000 copies.

Cindy Ventrice was interviewed on RadioAmerica, and radio stations WBIX (Boston) and WGRA (Rome, GA) on the topic of employee recognition.

SUSAN ROANE was quoted in the article, "How to Pick Pp Women," in *Maxim* magazine, and in *Child* magazine as one of a team of experts in communication. She was quoted in a *Washington Post* article on how interns in D.C. should behave at parties, events, the boss's dinner, etc., and in *Marie Claire* on social savvy, offering expert advice on "How to Give Good Phone." She was featured in an article on networking in *Spirit*, the in-flight magazine of Southwest Airlines, and her article, "How to Work Any Room," was published in *Electric Perspectives* and *Toastmasters* magazines.

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