

Producing Your Career

move up, move on, move forward



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Welcome to the November issue of our newsletter, "Producing Your Career." We had a wonderful response to our premiere issue. Thanks to all of you who took the time to write or call to let us know how much you enjoyed it.

Must. Trust. Now. How.

Four small words that can change the way you do business.

This month's topic is **INFLUENCE**. We are offering three very different views about influence that all have one thing in common: how influence works in business with customers, clients, and most important of all, colleagues.

In·flu·ence – *noun*

–the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others.

–the action or process of producing effects on the actions, behavior, opinions, etc., of another or others.

–a person or thing that exerts influence.

In·flu·ence – *verb (used with object)*

–to exercise influence on; affect; sway: to influence a person.]

–to move or impel (a person) to some action/

Now, back to must, trust, now, and how.

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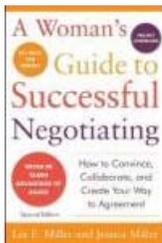


Lee E. Miller

Lee E. Miller is a consultant, executive and career coach and corporate trainer. As Managing Director of NegotiationPlus.com, Lee specializes in the areas of influencing and negotiating and advises companies, Boards of Directors and senior executives.

Lee shared with us his **four-point process** for influencing customers and clients. **Here's how Lee sees these four little words and why they are so critical:**

- **Must**—the *most* important. You must understand what the customer cares about and sell your product in light of that. If you keep them focused on that, you'll make the sale.
- **Trust** is about you—that *you* can deliver what the customer wants. You must establish the trust through your reputation and by creating a rapport with the customer.
- **Now**—give them a reason to buy *now*. Create competition.
- **How**—by making it easy for the customer.



Check out Lee's new book, **A Woman's Guide to Successful Negotiating**, to discover the three keys to negotiating success for women.

[Click here](#) to find out more at amazon.com.

And click the play button below to hear Lee talk about how to influence your customers by re-directing them to look at things in a

different way.

(Interview length: approximately 7 minutes)



Cathy Dixon-Kheir

Many of you are already aware of the work done by Cathy Dixon-Kheir. For those of you who don't know Cathy, she is President, Dixon Learning Designs, and is an expert in organizational behavior and culture transformation. She has over twenty years of corporate consulting experience with Fortune 100 companies, non-profit and government groups.

We had a great discussion with Cathy about quality relationships—what they are, how to influence them and why they are the real catalyst for success.

According to Cathy, to influence those quality relationships and make them work, you need to:

1. Start by having a quality relationship with yourself.
2. Figure out what's your value proposition and what's theirs.
3. Always look for ways to stay connected based on common interests.

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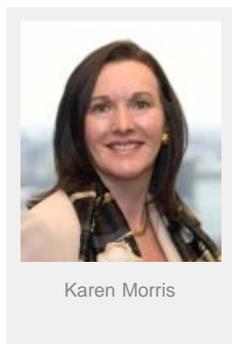
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- 4. Recognize and value connections with others.
- 5. Build trust by keeping your word. Say what you will do and *do it*.

Click the button below to listen to Cathy talk about the anatomy of a relationship and the ways we make connections.

(Interview length: approximately 20 minutes)



As Chief Innovation Officer for Chartis Insurance, one of the world’s largest general insurance companies, Karen A. Morris is a frequent speaker on the topics of innovation, influence and leadership at global forums and conferences around the world. Karen joined us recently to talk about “customer centricity” and whether that’s rhetoric or reality.

You’ll be surprised to hear Karen’s take on how to influence **all categories of customers**—the external, the internal, and the “yet-to-be.” She challenges all of us to think about:

- What opportunities are you failing to identify because you have already defined what “customer” means to you?
- How do you innovate for the customer you don’t have yet?
- Who are your reluctant customers and how do you influence them?

Click the button below to listen to what Karen has to say:

(Interview length: approximately 16 minutes)



Many of our readers just returned from the 7th annual CEO summit *The Corporate State: Canada* which was

held in Toronto . Over 120 women who are senior executives and decision makers, the real “influencers” on the Canadian leadership front, discussed topics as diverse as: *Future-Casting, The DNA of Succession Planning, It’s Raining Girls,* and *Energy as the Source* in an event that has been dubbed “Davos for women only” by those who participated. Each year at the summit, women leaders debate critical global trends that will change business and leadership in the next 25 years. The range and complexity of topics, the varied expertise of the panelists, the cross-pollination of ideas, and the strong personal and business friendships that form at each summit—many of which emerge to launch new businesses and expand the sphere of influence—make this summit like no other.

The Corporate State: Canada was sponsored by: **BMO Financial Group; KPMG LLP; XEROX Canada; DundeeWealth Inc.; IBM Canada Ltd.; Rogers Communications; Vale; Ernst & Young LLP; The Caldwell Partners International; Gowling LaFleur Henderson LLP; HKMB Hub International;**

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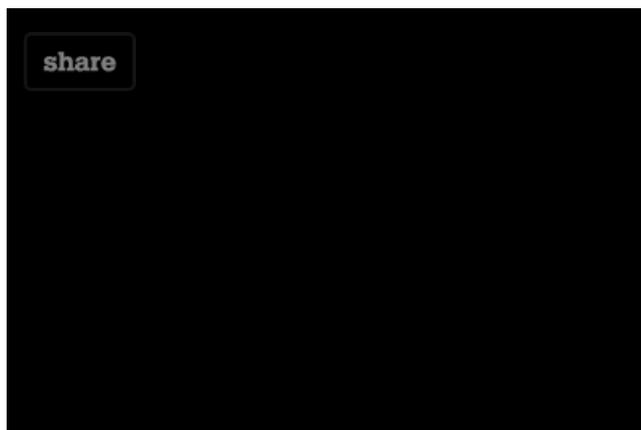
For those interested in learning more about the annual CEO summit, ***The Corporate State: Canada***, please e-mail Katherine Leask at katherine@bedlamentertainment.com.

Next month: Command Performance...or how to take the stage.

See you then,
The Editors of "Producing Your Career"

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