

PROBLEM PANELISTS?

Six steps to escalating intervention

SMART SUCCESSION STRATEGY

Set yourself up for a smooth transition to retirement

LET IT GO

A timeless keynote from Joe Calloway, CSP, CPAE

MAY 2018

Speaker

THE ART AND BUSINESS OF PROFESSIONAL SPEAKING

Ready to Roll the Dice?

SELF-SPONSORED PROGRAMS ARE A GAMBLE, BUT THE PAYOFF CAN BE BIG
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The ‘Oprah’ Effect

BY LISA LELAS

Years ago, as I was transitioning from a career as a TV casting director in New York City to life in the suburbs as a productivity coach, I developed a weekly lifestyle makeover strategy to better organize my own time, goals, and daily choices. I ran a 10-week focus group to test it out. At the meetings, we would joke about how this belonged on *The Oprah Winfrey Show*.

Around this same time, I drove to a seminar in Boston to hear a popular life coach. It was snowing, so I almost didn't go. The roads were bad, the airport was closed, and only 11 of us made it.

Since we were snowed in, we had an intimate setting with the presenter. I told her about my program. She told Oprah. Oprah loved the concept that small lifestyle tweaks, with a circle of support, can create big changes. I was featured on *The Oprah Winfrey Show* four times.

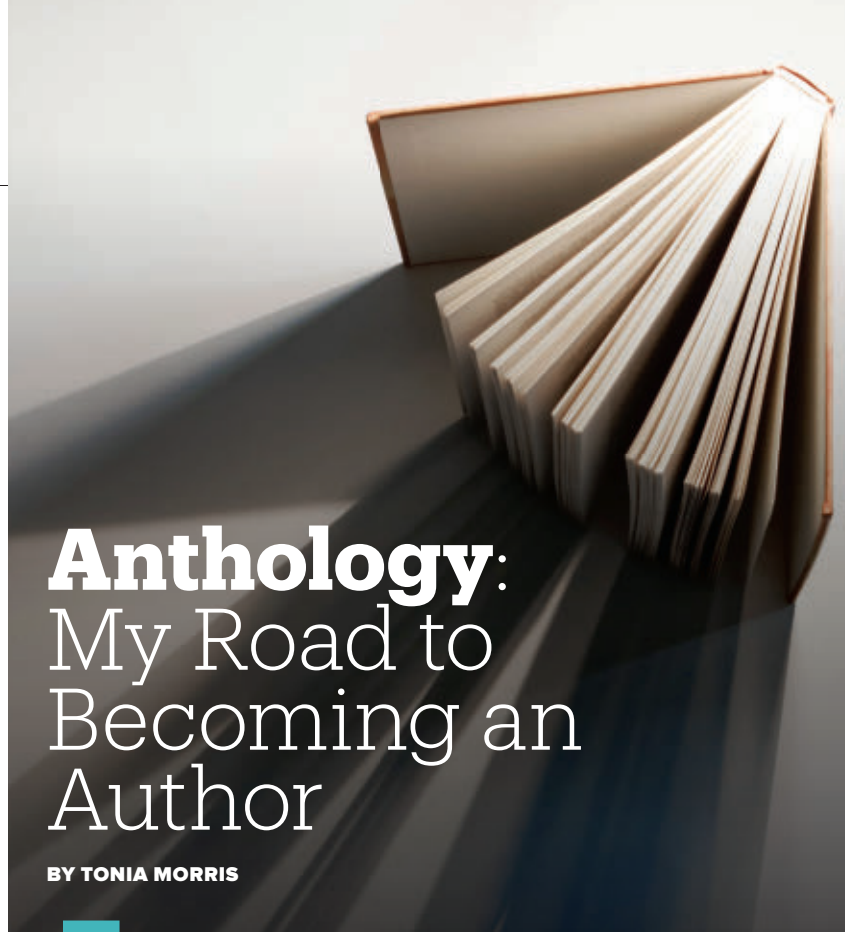
People across the globe began asking for a book. When the word “Oprah” is in your query letter, you get attention! Every literary agent I submitted my idea to responded. Soon after, I signed a contract with Penguin Random House.

I had three months to turn my workshop into a viable book and it was on the market nine months later. As a result of the “Oprah jump-start,” I landed many TV gigs, including the *Today Show*. That exposure ultimately fueled my new career as a professional speaker.

LESSONS FROM LISA. Be careful what you wish for ... your thoughts, even jokingly, may become reality. And always **SHOW UP!** Opportunities are all around us, but we need to show up to seize them.



LISA LELAS is a business and personal productivity consultant and book publishing coach. She is currently working on her fifth book. LisaLelas.com



Anthology: My Road to Becoming an Author

BY TONIA MORRIS

Writing a book was one of the best investments I made for my speaking business. When I met Cathy Fyock, SPHR, CSP, about two years ago, she talked about writing a book within six weeks. I was scared and uncommitted to trying to write a book in that short time frame.

At *Influence 2017*, Cathy approached me about writing an anthology book called *Compassion@Work*. I was excited about the title and the idea of having a book that would grow my business and brand.

Working with Cathy was painless. Several HR and organizational development professionals got together to discuss and define what *Compassion@Work* looked like in the workplace from their perspective. From there, we each had to come up with our chapter title for submission. The following process helped us become authors:

- We had **MANDATORY, SCHEDULED MEETINGS** via Zoom. This showed commitment to writing our chapters.
- Every meeting, Cathy provided us with **WRITING EXERCISES** to avoid writer's block.
- We were given a **WORD COUNT AND DEADLINE**.
- Our editor gave us **EDITED COPY** for review to make changes.
- Cathy gave us ideas on how to **MARKET OUR BOOKS** and to repurpose content to grow our businesses.
- Lastly, we did a **BOOK LAUNCH** at a Society for Human Resource Management leadership meeting.



TONIA MORRIS, the *Generational Connector*, and founder of *Simply HR, LLC*, provides leaders with training solutions that cultivate a generationally inclusive workplace. With more than 20 years of progressive HR experience, Tonia provides keynote speeches, lunch-and-learns, and workshops for organizations and associations across the Southeast.