



Handout Materials

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*For More Information Please Visit
Outfluence.com
Or
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Five Truths of the Workplace

1. You are always rewarded for how good you are. Become extraordinary.
 2. Attitude is a choice.
 3. Understand the sources of your success and put yourself in those situations.
 4. Make mistakes. It's how we learn.
 5. Find the environment that appreciates your genius and will help it to thrive.
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Outfluence Ideas for Working Reporters:

Outfluence is planned, it is thoughtful, and it is delivered with sincerity. This is not a gimmick. Outfluence is a focused form of nonverbal communication. It is most effective when supported by a highly developed skill set. Outfluence is inspired customer service. Outfluence is also the timid person's amplifier. You don't have to say a word for it to be effective. What will differentiate you from other professionals in your field will be the little things you do, the unexpected things you do, the meaningful things you do.

- (Thoughtful) Face exhibit stickers toward examining attorney to enable him to see the next exhibit number. It assists the smooth flow of a proceeding and enhances the stature of the examining attorney.
 - (Strategic) Edit while writing in order to prepare to respond to unexpected service requests.
 - (Purposeful) Understand client concerns – i.e., expense of arbitrators or expense of expert witnesses. Be on time.
 - (Thoughtful) Place exhibits into the hands of the recipient – don't place on the table, or throw (heaven forbid)
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Job Edge

NBA scouts have an interesting method of assessing a player's assets. They ask five questions about a college basketball prospect:

1. *Does he have a weapon?* For example, the “sky hook” that Kareem Abdul Jabbar had in his day.
2. *Does he have a position?* Can he play either guard, center, or forward so well as to leave no doubt as to what position he should play?
3. *Can he get his own look?* In other words, can he work the court in order to get a shot at the basket from his highest percentage spot on the floor?
4. *Can he defend his position?* A player has to move his feet quickly in order to stay in front of his opponent and keep him from scoring, or at least to make it difficult for him to score. It takes commitment to play good defense.
5. *Does he “get it”?* Can he lead? Does he have a work ethic? Is he responsible? Will he be a team player?

You can make the same assessment about yourself. A prospective employer will want to know the same things about you that the basketball scout wants to know about a player. When making your personal assessment here are a few basic questions you will want to address:

1. *Do you have a weapon?* What makes you nearly impossible to replace?
2. *Do you have a position?* What's your specialty?
3. *Can you get your own look?* Are you self-sufficient? Are you a self-starter?

4. *Can you defend your position?* Do you know your stuff? Can you express yourself?
5. *Do you “get it”?* Are you a responsible individual? Are you a team player?

These five questions get right to the heart of the matter, don't they? To begin your assessment, make an honest determination of your attributes. Next, evaluate the requirements of the position to which you aspire. Finally, formulate a plan to fill in any gaps between your current attributes and the requirements of that position.

The purpose of personal assessment is to make *you* a better product to sell.

(Excerpt from Outfluence, The Better Way to Influence)

How to WOW

Let's prepare to silently **WOW** a prospective client or to **WOW** your current employer. I recommend that you do three things every day:

1. Be prepared for every opportunity by being so good at what you do that you cannot be ignored. Excellence will always be rewarded.
 2. Inspire every moment from greeting to conclusion by delivering just a bit more emotion, by adding just a bit more effort, by offering just a bit more sacrifice, and by placing your focus on the needs of others. Give more than you ask for.
 3. Use your greeting, courtesy, writing ability, listening skills, words and other of the 20 Silent Communication Fundamentals listed below to silently form a quiet storm of Outfluence. In this way you quietly, but powerfully, present your quality.
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1. Be the solution, not the problem
 2. Inspire Your Performance
 3. Read
 4. Write well
 5. Compliment sincerely and often
 6. Control emotions
 7. Be courteous
 8. Dress appropriately
 9. Treat everyone with equal respect
 10. Offer a firm handshake
 11. Honor promises
 12. Listen more, speak less
 13. Make mistakes (and learn from them)
 14. Pick up the pace
 15. Make quality eye contact
 16. Smile
 17. Speak with dignity
 18. Take measured chances
 19. Think before you speak
 20. Understand the power of words