



Motivational Madness E-Newsletter

Paul Commissioned as Kentucky Colonel



Commission to Paul in recognition for his service and accomplishments on behalf of others.

Originated in 1813 by Kentucky's first governor, Isaac Shelby, the list of Kentucky Colonels is a Who's Who of outstanding men and women around the world. The Commission certificate, signed by both the Governor and Secretary of State, and bearing the Great Seal of Kentucky, has graced the walls of such distinguished leaders as President Lyndon B. Johnson and Prime Minister Winston Churchill. John Glenn, America's first man in space, was commissioned while orbiting Earth on his historic mission. Other well-known Colonels include: Muhammad Ali, Tiger Woods, Whoopi Goldberg and Walt Disney. Once a year Kentucky Colonels from all over the world gather for a celebration of fellowship in the true spirit of Kentucky hospitality.

Greatly moved by this honor, Paul truly appreciated having the opportunity to present one of his signature keynotes, *Inspired Teamwork & Leadership* to members of the Lexington Forum. This fantastic group of community leaders and experts continues to strive with great conviction to make Lexington and the surrounding areas prosper.

New Program Unveiled

A Hero Within - Your Life & Your Legacy is a new interactive program Vital Communications is proud to unveil this month. Quality customer care, professional presentation coaching and the strengthening of interpersonal skills are the three significant segments found within the parameters of this program. The primary purpose of the content is to inspire, challenge, further inform and educate the business sector; thus giving a higher margin for success in today's global climate.

The complexity of today's economy challenges some to recall the basic fundamentals of the building blocks of business. Providing quality customer care in any business begins with treating people with respect, having the right attitude, willingness to listen and a strong work ethic. During the first segment of this overall program, Paul Vitale encourages his attendees to focus on key



Vital Information

Famous Kentucky Colonels

Charles S. Todd
First Kentucky Colonel

Commissioned in 1813 by Governor Isaac Shelby for his service during the War of 1812

Modern Day Colonels

Bob Hope
Jimmy Buffett
Sammy Hagar
Carl Sandberg
Ann-Margret
Omar Bradley
Dave Thomas
Dwight Yoakam
Harland Sanders
Ronald Reagan

By the Numbers

70% of consumers experienced "customer rage" in the past year

46% believe customer service has gotten worse

13% believe service has been excellent

40% of companies did "nothing" in response to consumer complaints

25% apologized

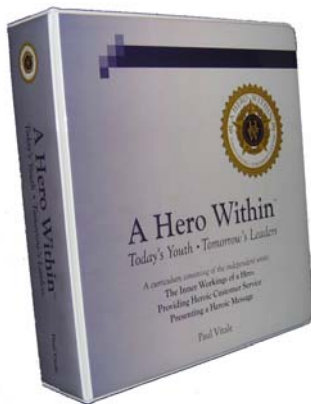
18% offered a refund

*Sources available on request

aspects of quality customer care that help insure strong business relationships, as well as the longevity of financial success.

Whether you think of yourself as a hero or not, during the second segment of this program, Paul illustrates how we all can liberate our own inner heroism. The challenges Paul sets forth will illustrate how to achieve heroism at many different levels. The collage of interpersonal skills that comprise an individual and determine their success in life is built gradually and learned by instruction, observation and interaction. Paul reminds the attendees just how influential their interpersonal skills are, both positively and negatively.

With so many messages presented in the world today, an individual's ability to communicate a precise point while maintaining the attention of others is a critical skill to obtain. From eye contact to tone-of-voice, an individual has the chance to leave a strong impression through their presentation. In the final segment of ***A Hero Within - Your***



Life & Your Legacy, Paul encourages his attendees to unleash their unique presentation skills. This can be achieved by utilizing various methods and techniques introduced by Paul that can be immediately implemented into the participant's presentation arsenal. Possessing strong presentation skills is an incredible asset that pays high dividends no matter what the occupation.

Students can also benefit from this powerful program! ***A Hero Within – Today's Youth, Tomorrow's Leaders*** is now available for classroom use. This user-friendly curriculum of activity based applications using individual, pairs and small group interactions is comprised of the independent units "The Inner Workings of a Hero," "Providing Heroic Customer Service" and "Presenting a Heroic Message."

Key points about this rigorous curriculum include...

- Excellent coaching guide for STAR events or other student organizations with competitive events.
- Excellent for career and technical education classes, since students often participate in competitions that include presentations and speeches.
- Heroic Profiles at the end of each unit can be developed into reading open response items by the teacher. This helps support test taking skills on the benchmark.
- Discussion questions found within each lesson can also be used as writing prompts and checking for comprehension.
- Various bell ringers support higher order thinking skills.
- A good resource for ELL students by incorporating the four language domains (speaking, listening, reading and writing).
- Authentic assessments and project based learning is built-in.
- Opportunities for pre- and post-assessments throughout.
- Various peer review activities throughout.
- Activities, literacy and math integration to support **No Child Left Behind**.
- Current reading passages could be used as additional reading open response items.
- Real-life scenarios promote student participation as a means of analysis and connection to prior experiences.
- Key vocabulary words at the beginning of each unit with glossary in appendix—good for pre-teaching.
- Opportunities throughout for students to think/pair/share (T.P.S.).

Contact Vital Communications, Inc. at (501) 868-8195 for information on curriculum ordering and companion teacher professional development.

Thoughts to Ponder

Life is no brief candle for me. It is a splendid torch which I have a hold of for only a moment, and I want to make it burn as brightly as possible before handing it on to future generations.
-George Bernard Shaw

When you do the common things in life in an uncommon way, you command the attention of the world.
-Unknown

When you start treating people like people, they become people.
-Paul Vitale

A Hero Within Curriculum Primary Areas of Focus

Unit I

✓ Teamwork and leadership philosophies

✓ Essential communication skills

✓ Critical goal setting strategies

Unit II

✓ What "heroic" customer service truly means

✓ Making an excellent first impression

✓ Handling more than one customer at a time

Unit III

✓ Creating a complete all-around-message

✓ Your approach and delivery of the message

✓ Your rapport with the audience

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