

Chairwoman
Jordan R. Murphy

President & Shadow Division Director
Lynita Mitchell-Blackwell, Esq.

Secretary & Public Relations Director
Wendy S. Miller

Treasurer
LaTosha N. Keown, CPA

Technology Director
Travena Wilson-Evegan

Director
Talvia Peterson, MBA

Executive Director
Deborah M. Williamson

Leadership Division Director
Dorna Carrington Scott, MBA

TIFFANY® Division Director
Dashawn Mayweather, M.Ld

Young 100 Division Director
Candi Stargell, MLHR

Apprentice Division Director
Angela Kinnel, M.Ed

Upcoming Events

• **2010 Graduation Celebration April 24, 2010 10am**

The Class of 2010 will graduate on April 24, 2010 10am at the Atrium on Spelman College campus. Congratulations to all ELI participants on reaching this wonderful milestone!

• **Leadership Retreat July 23-24, 2010**

Members and friends of ELI are invited to participate in our first Leadership Retreat designed with the community-oriented professional in mind. The Retreat will take place at the Simpsonwood Conference Center in Norcross beginning Friday July 23, 2010 7pm to conclude Saturday July 24, 2010 5pm.



3330 Cumberland Blvd.
Suite 500
Atlanta, GA 30339

JEWELL JACKSON MCCABE
EMERGING LEADERS
INSTITUTE INC

QUARTERLY
JOURNAL
FOR
STUDENTS,
ALUMNI &
FRIENDS
OF ELI

Total Empowerment of Women Everywhere®

The Jewell Jackson McCabe Emerging Leaders Institute, Inc. (ELI) develops global leaders for the 21st Century.

Through an intense program that specifically focuses on progression and succession techniques, ELI trains women to

- ✓ enumerate their goals and professional objectives,
- ✓ develop an image consistent with those objectives,
- ✓ utilize management techniques most suited for their personalities, and
- ✓ harness their individual power to achieve success in their chosen professions.



Welcome to *Leaders Now*®, the news publication for members and friends of ELI.

We are very excited about our current initiatives underway. Read about the new strategic partnership between the Young 100 Division and the Bonner Scholars Program at Spelman College. This spring, we will celebrate the graduation of our second class; and this summer, we will hold our first Leadership Retreat for women seeking to lead volunteer community groups and/or organizations.

Also included in this issue are resources to help build your business, and improve your brand and presentation by restructuring your elevator speech and revisiting your headshot.

We welcome your feedback and comments, and encourage you to submit articles and other content that may be helpful to our readers.

Thank you for your continued support of ELI.

Be empowered!

Jordan R. Murphy,
Chairwoman

This Issue

How to Craft An Elevator Speech P.1,4

Do Mugshots Really Matter? P.2

Upcoming Events P.3

Eye on It – Organizations to Watch P.4

How Do I Craft an Effective Elevator Speech?

by Tom Hogan *Level 1 Resources*
www.level1resources.com

An elevator speech is a short description of what you do in the time it takes to "ride in an elevator."

The idea of an "elevator speech" is to have a prepared presentation that grabs attention and says a lot in a few words. By telling your core message, you will be marketing yourself, but in a way that, rather than putting people off, will make them want to know more about you.

The key to a successful elevator speech is to instantly show you have what the audience wants.

Know Yourself

Before you can convince anyone of your proposition you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve and what benefits you bring to the prospective employers.

Answer the following questions:

- What are your key strengths?
- What adjectives come to mind to describe you?
- What is it you are trying to 'sell' or let others know about you?
- Why are you interested in the company or industry the person represents?
- How will you help them?

By answering these questions you will now be in a position to work out which of your characteristics will appeal to the audience you described earlier.

Outline Your Talk

It is time to begin writing your answers to the above questions. To do this, start an outline of your material or



The Emerging
Leaders
Methodology

EDUCATE

DEVELOP

MENTOR

EMPOWER

The Emerging
Leaders
Methodology

EDUCATE

DEVELOP

MENTOR

EMPOWER

The Emerging
Leaders
Methodology

EDUCATE

DEVELOP

MENTOR

EMPOWER

The Emerging
Leaders
Methodology



What does your mugshot say about you?

Karen Post, a.k.a. The Branding Diva® (below) is an international authority on branding, marketing, and entrepreneurial matters. She has been featured as a business expert in print publications; on TV, radio, and on Web channels. Karen authored the best-selling book *Brain Tattoos: Creating Unique Brands That Stick in your Customers' Minds* and she is co-founder and CEO of *Oddpodz.com*.

www.brandingdiva.com

You may not have given much thought to this question until the recent popularity and emergence of social media touched the masses. Beyond the social implications of this new media, social networks and social online tools play an essential role for all professionals, entrepreneurs, and business people. Posted content and images either add or subtract from your desired brand.

With over 800 million profiles on Facebook, Twitter, MySpace and LinkedIn, and millions more on micro social sites, a mug shot or profile avatar has quite a bit of brand power.

Mikolaj Jan Piskorski, Associate Professor and Mervin Bower Fellow in the Strategy Unit at Harvard Business School conducted extensive research on the subject of social media and images. His findings indicate 70 percent of all social media actions are related to viewing pictures or other peoples' profiles.

The day when only authors, rock stars, celebrities, and other gurus needed to consider their photo images is gone. Today everyone has a new stage on which to shine or look like a goofball.

And this is not limited to online social communities; the same goes for speakers at conferences. Regardless of your professional status as a speaker, if you are contributing to the program and the organization is promoting you on a Web site, your image counts. This also applies to printed association directories and what you put on your own Web site.



Your mug is your surrogate persona and a voice for your brand.

Don't fall victim to the crappy, old, and tired photo thing. You can control this part of your brand.

If your goal is to build an online footprint that supports your professional substance and brand, here are some tips I recommend to get the biggest bang from your mug shot.

1) Consistency is key.

Use the same image of you in all of your social communities. This will build equity in your visual mark and strengthen the memory factor.

2) Production quality says a lot about you.

Grainy, wrong, and low-resolution images scream cheesy, unprofessional, and that you are foreign to the online environment.

3) Project your true you.

If you are a creative soul, let your photo image convey that. Cropping, adding a compelling prop, and the right facial expression can achieve that. Are edge and risk part of your brand? Then demonstrate this with the style of image.

Are you serious, conservative, or highly intelligent? A traditional portrait may best suit you.

For any of these personas, consider your wardrobe, accessories, and the background. All of these elements project a message.

4) Keep your image current.

There is nothing worse than meeting someone who is 25 years older than his or her published photos. Update your photos every couple of years, unless you look pretty much the same—and good for you! This can be a trust issue too.

5) Invest in your brand.

Using a group shot where others were cropped out of the original, or posting a poorly-lit image with no contrast to feature your brilliance are often the product of being cheap and not valuing your brand. Your photo image is often the first thing people associate with you and your qualities.

Today everyone has a new stage on which to shine or look like a goofball.

Remember, first impressions only happen once and people make immediate judgments based on what they see.



Elevator speech (con.)

use bullet points. You don't need to add any detail at this stage; simply write a few notes to help remind you of what you really want to say. They don't need to be complete sentences. You can use the following questions to start your outline:

- Who am I?
- What do I offer?
- What problem is solved?
- What are the main contributions I can make?
- What should the listener do as a result of hearing this?

By answering these questions you will be able to build up a set of notes that put your material in the right order.

Finalize Your Speech

The key to doing this is to expand on the notes you made by writing out each section in full.

To help you do this, follow these

guidelines:

- Take each note you made and write a sentence about it.
- Take each of the sentences and connect them together with additional phrases to make them flow.
- Go through what you have written and change any long words or jargon into everyday language.
- Go back through the re-written material and cut out unnecessary words.
- Finalize your speech by making sure it is no more than 100 - 150 words long.

A good elevator speech will be conversational and will last 30 seconds or less. At three words per second for normal speaking, you need 90 words or so.

Practice Your Material

You need to know your elevator speech by memory. It should come to you as naturally as your name.

It should be second nature. The only way to achieve this is by efficient and effective practice. Follow these guidelines:

- Read the speech out loud several times.
- Say the speech out loud in front of a mirror.
- Get a friend/spouse/colleague to ask you for your speech and say it several times to them.
- Use the feedback you get to modify your speech if necessary.
- Say your (revised) speech out loud dozens and dozens of times until you know it by heart without having to think about it.

Now that you know your speech, you can confidently give it to your listeners. Remember to speak confidently and clearly!

About the author: Tom Hogan is a Principal at Level 1 Resources, a specialty search firm that places accounting and finance professionals in Connecticut and the greater New York City Area.

EYE ON IT
Websites to
Watch

Atlanta Women Connect

Atlanta Women Connect is an exclusive, full featured women business owners strategic alliance that practices the principle of Imani, co-operative economics. Membership includes only those businesses owned by women who pledge to support the growth and development of all the businesses within the alliance.

atlantawomenconnect.com



Atlanta Woman

Atlanta Woman produces Atlanta's only magazine, Web site and events designed exclusively for professional and civic-minded women in all stages of their corporate or entrepreneurial careers.

With an interactive Web site, 10 issues of the magazine and eight signature events per year, Atlanta Woman provides resources designed to educate, shape, inform, and showcase the best of women in Atlanta.

atlantawomanmag.com

Spotlight on the Young 100 Division

The ELI Young 100 Division and the Bonner Office of Community Service & Student Development at Spelman College have entered into a strategic partnership to provide the Bonner Scholars Class of 2011 executive leadership and entrepreneurial development training. Working through the Emerging Leaders Institute, the Young 100 Division curriculum will be facilitated by accomplished professionals of varying backgrounds including State Representative Dee Dawkins-Haigler, author and life coach V. Ivana Foster, and CEO of Venus Media Group and Spelman alumna Dorna Carrington Scott. Classes began Feb. 1, 2010, and will conclude April 12, 2010.

"The two organizations are well-suited for partnership," said Candi Stargell, Director, Young 100 Division. "The Bonner mission of 'improving lives of individuals through educational opportunity' and ELI mission of 'enriching the lives of women through leadership opportunity' could not fit any better." Bonner Scholars Program Coordinator Sheryl Belizaire agrees. "The Bonner Scholars Program instills in its participants the necessity for continual growth and development, and the Young 100 Division provides this. Spelman Bonner Scholars are extraordinary young women whose commitment to scholastic achievement and community involvement provide the discipline and desire necessary to succeed as leaders."