

*Seventeen Gorman*

ADVISORS LLC

***"Innovation through Collaboration"***



Creating Individual and Organizational Excellence via Leadership Development, Management Development, Mentoring, Coaching, Team Building, Skill Building

## ***Achieving Excellence***

Issue 2

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### **Welcome**

Welcome to the August issue of "Achieving Excellence" which is inspired by clients and friends of **Seventeen Gorman Advisors**. We enjoy new ways of thinking and new ways of helping you achieve your goals.

**Seventeen Gorman Advisors** is a consulting practice focused on improving individual and organizational performance through skill building programs and developmental services.

Our approach to problem solving and issue resolution involves client participation at

all points in the process. Above all, we listen to our clients to understand their needs and goals so that the solution we develop together - as true partners - provides a sustainable business advantage.

Best Regards,

Jeffrey C. Leventry  
Principal

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## In Your Quest for Excellence

"Excellence is the result of caring more than others think is wise, risking more than others think is safe, dreaming more than others think is practical, and expecting more than others think is possible." - Ronnie Oldham

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## The Recipe for Overcoming Adversity



I recently purchased a book for my son called **"What It Takes"** by Mark Herzlich. It tells the remarkable story of a young college athlete whose life took a drastic turn in 2009 when he learned he had an extremely rare bone cancer. He was told he would never play football again, but he decided to pursue an aggressive form of chemo therapy to battle his cancer.

He eventually recovered but was not drafted by a single NFL team since coaches and general managers were afraid to take a chance on him given his medical history. The New York Giants ultimately offered him a free agency contract and Mark earned a spot on the team. In 2011, Mark became the starting linebacker for the team that would win the Super Bowl, just 2 years after he was written off because of his cancer. In the end, "Mark faced extraordinary adversity and answered it with an extraordinary show of will, faith and strength" as explained by his coach - Tom Coughlin.

Although perhaps not as extreme as Mark's situation, we all face adversity during our lifetime. It is a normal part of our daily, weekly or monthly existence.

So why do some people overcome adversity while others fail? In my experience, I have found that those who consistently achieve success follow an approach that includes 4 steps as follows:

### **Define the Adversity ("Face Your Reality")**

- What are the details of your current situation?
- What have you tried so far and what were the results?

- Is there a trusted friend or advisor who can help you by providing an outside perspective?

### **Articulate the Critical Issues ("Address Key Obstacles")**

- What are the critical issues that must be addressed?
- What are the major obstacles standing in your way?
- Who are the key players involved in the situation and what are their motives or intentions?

### **Develop an Action Plan ("Evaluate Options")**

- What options exist for addressing the issues and which ones are optimal?
- What has worked for others who have faced the same or a similar problem?
- What has worked in the past when you have faced difficult situations?
- Can you take advantage of a respected coach or mentor who can act as a sounding board and offer sage advice and support?

### **Implement Your Plan ("Persevere to Achieve your Goal")**

- Tap into your inner strength and willpower
- Find motivation from your outer physical strength
- Put forth the self discipline and effort required to succeed
- Stay positive and focused on your end goal
- Have faith in yourself and your skills, and above all - persevere

Many experts believe that overcoming hardship and adversity builds strength, defines your character and gives us the confidence to tackle life's challenges. In fact, famous British novelist C.S. Lewis said: **"Hardships often prepare ordinary people for an extraordinary destiny"**.

I have used the 4 step approach articulated above many times for myself and to help others facing adversity, and it routinely yields great success - especially when we are committed to achieving our end goal.

In closing, if you are facing a difficult situation and need advice on how to apply the recipe for overcoming adversity, please contact us so we can collaborate to formulate a personal solution that will yield success.

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## **Presentation Skills 101 - Top 10 Tips**



I recently had the privilege of delivering a Presentation Skills course to students attending the **Business Institute** at The College of New Jersey. This activity-based program included a Best Practices lecture that shared ideas for designing and delivering impactful presentations that will enable them to connect with their

audience and create a positive lasting impression.

During the program wrap-up I also provided my students with the following **Top 10 Tips** to keep in mind when preparing for a presentation:

1. **Purpose** - Define the ***purpose*** of your presentation. What is the single main point of your presentation and what is the impact on your audience?
2. **Audience** - Define the ***audience*** who will receive your presentation. Determine the primary audience (decision makers) and the secondary audience (those who influence the decision makers). When in doubt, treat everyone as the primary audience.
3. **Needs Assessment** - Conduct a ***needs assessment*** of your audience. What does your audience need to know and what do you need to convey to support your presentation?
4. **Specific Actions** - Determine the ***specific actions*** you want your audience to take. What do you want the audience to do with the information you are presenting and how will you present the information to influence them to take specific action?
5. **Client Needs** - Address ***client needs*** and interests first. Identify the salient issues and objectives provided by the client and / or identified by you and address them at the beginning of your presentation.
6. **Opening** - Create a strong ***opening*** that will make a positive impression with your audience. Since first impressions last the longest, make sure you "connect" with your audience right from the start.
7. **Closing** - Create a powerful ***closing*** that will clearly articulate your recommendation / solution and the next steps. Review your objectives and the main points of your presentation and focus on what you are going to do for your audience.
8. **Visual Aids** - Use ***words as platforms*** and utilize ***visual aids*** to paint a picture for your audience. Use them to serve as visual stimuli in order to convey an immediate sense of the topic and to fuel interest in hearing / learning more. The visual aids should support your message and enhance retention of the key points.
9. **Expertise** - Ensure that the presentation content displays your ***subject matter expertise***. Demonstrate to the audience your knowledge, skills and abilities to get them excited and have them want more.
10. **Preparation** - ***Practice, Practice, Practice*** your delivery. Preparation plus Practice builds Confidence. Confidence plus Knowledge breeds Success!

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**Our offerings include the following:**

**Developmental Services**

[Coaching](#)  
[Management / Leadership Development](#)  
[Meeting Facilitation](#)  
[Mentoring](#)  
[Team Building](#)

**Skill Building Programs**

[Influencing Skills](#)  
[Presentation Skills](#)  
[Project Management Skills](#)

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**Seventeen Gorman Advisors** looks forward to collaborating with you.

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