

Preface

The Margin of Victory

In 2001, on Sunday, May 27th, a rookie driver named Helio Castroneves won the Indianapolis 500. Beyond the glory of winning one of the world's most prestigious races, Helio and his race team took home a purse of \$1,270,475. Not bad for a Sunday.

Right behind him, arriving in second place was a driver named Gil de Ferran who took home a nifty \$482,775. Gil and his team didn't lose by much. In fact, on that day, as is somewhat common at the Indy, a very slim margin separated first and second place.

On that day Helio Castroneves beat Gil de Ferran by a quick 1.7 seconds.

Let's do the math. By being 1.7 seconds faster, Helio earns \$787,700 *more* than Gil de Ferran. Because they were 1.7 seconds slower, Gil de Ferran and his race team have to split roughly 62% *less* money than the Castroneves team.

The moral of the story is Castroneves did not have to be 62% faster than de Ferran to make 62% more money. He just had to be 1.7 seconds faster. Actually, he didn't even need to be *that* much faster. All Castroneves had to do, all any driver has to do, is set him or herself apart from the

Communication Land Mines!

pack enough to be in front when the checkered flag drops. Helio did just that and he wound up in the winner's circle holding a trophy in one hand and a fat check in the other.

This book is about setting yourself apart from the pack. In the business arena, the margin of victory is often just as slim as it is in racing. And it is my conviction that the winners and losers in business are determined by who sets him or herself apart with superior communication skills.

Who gets the sale and who walks? Who gets the job and who gets turned away? Who gets the promotion? Who gets the raise?

You do.

You do if you can emerge as a superior communicator, capable of transmitting ideas and concepts in simple yet compelling ways, regardless of the medium. Do that and you *will* set yourself apart from your peers. You *will* get noticed.

But just like minor driving errors can lead to huge crashes on a race track, so can careless communication errors cause you serious professional damage. The trick is to avoid those communication errors that your peers and even your superiors keep making day after day. This book can help you do that.

Because if I can help you spot those errors, those communication land mines, and teach you a few ways to avoid them, then I can help you begin to stand out in the most powerful way possible. I can help you begin to form a communication skill set that will place you in whatever professional winner's circle you like.