

LEADERSHIP PART II

## Speaking with charisma

BY ELISA LEVY  
Special to The Citizen

Leaders aren't born or made; they are perceived. A person can be intelligent, a good decision maker, honest and credible, but that doesn't necessarily make him a leader. Strong leaders inspire; their presence gives us energy and passion. We believe in them even if we don't know why.

Whether in businesses, communities or social and civic groups great leaders share one trait: Charisma. It's that magical quality, almost impossible to describe, but we know it when we see it. Charisma is not the message, it's the medium. It's a way of preparing people to accept an idea or a vision as their own.



PEOPLE SMARTS

Think of reading Martin Luther King's "I have a dream speech" in a monotone, passionless voice. The content would still be powerful, but would it have had the same overwhelming impact? Whether you are promoting a product or an ideal, charisma is what makes a message strong and credible.

The good news is that you don't have to be a brilliant orator to be charismatic, and it's not mysterious, magical or even complicated. It's a skill, and we can get better at it. Here are a few tips you can start practicing today.

**1. Use powerful language.** Most of us get caught up in trite, pedestrian words that don't accurately describe what we really believe. Instead of saying, "these tests suggest that our product is better than our competitors," try "these tests prove our product is superior." A lack of confidence in language means a lack of confidence in your product, your vision and in yourself.

You can practice using powerful language by thinking about what you plan to say before an important meeting or presentation. Repeat the points you want to stress in your head, or write them down. Then change key verbs and adjectives to inject power and clarity in the statement.

Above all, remove these words from your vocabulary:

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# SLICE OF LIFE

## Domino's still delivers pizza amid traffic, construction and detours

BY MANDY MILES  
Citizen Staff

An estimated 350 slices of pizza are eaten in this country every second. And in Key West, approximately 3,000 of them come every day from the conveyor belt-like ovens of Domino's Pizza on North Roosevelt Boulevard.

The pizza giant that pioneered delivery canceled its 30-minute delivery guarantee in 1993, but the Key West location was still averaging 24-minute delivery times — until the construction started.

Like so many North Roosevelt business owners, the roadway overhaul has become a benchmark in time, separating life "before the construction" and the more challenging life "since the construction." Domino's Pizza franchise owner Dale Ranson said his customers, for the most part, have all been really understanding about the traffic and construction delays.

"Now our average is right around 30 minutes," he said. "But most people have been really patient; they know what it's like out there for our drivers."

Mot are also happy to wait a few extra minutes for a pizza



Stephanie Gonzalez prepares a pepperoni pizza.

Photos by MIKE HENTZ/The Citizen

if it means someone else will be navigating the detours and traffic stand-stills of New Town these days.

Ranson estimated last week that his Key West store churns out an average of 300-400 pizzas per day. That translates to about 1,500 pounds of mozzarella cheese every week.

Ranson has been involved with the pizza giant since 1980, when we started what he called his "first real job" delivering pizzas for Domino's in North Carolina. Since then, the active and

hands-on owner worked in California, Alabama, Colorado and Florida. He has delivered pizzas, made pizzas, managed Domino's stores and then inspected hundreds of them in the Southeast region for the Michigan-based corporation. He and his wife, Janet, bought their first franchise in 2006, when the Key West Domino's was located in Key Plaza next to Radio Shack.

"It was actually one of the stores I had inspected for the corporate job," he said while sitting in a booth at the North Roosevelt location. "The owner had told me he wanted to sell, and here we are."

The ovens moved to the

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*"Most people have been really patient; they know what it's like out there for our drivers."*

Dale Ranson  
Domino's owner

**Domino's Pizza**  
2704 North Roosevelt Blvd.  
305-296-7795  
www.dominos.com

Brave the Boulevard

Commit We're OPEN



Warning lights are a familiar sight as roadwork has slowed business for many along Roosevelt. Below, Miguel Garcia takes a pizza out of the oven. Left, Nicole Lenoir folds the familiar-looking pizza boxes.



## BOTTOM LINE

### Sloppy Joe's honors Sylla

Sloppy Joe's recently presented the Jean Klausung Award to Employee of the Month Jean Steve Sylla, who is a member of the kitchen staff and has been with Sloppy Joe's for almost eight years. He was recognized for his outstanding performance and dedication to his work, according to a company press release.



Sylla

### Labrada joins Centennial

Centennial Bank recently announced the addition of Patrick Labrada as a residential mortgage lender in the North Roosevelt Boulevard office in Key West.

He has many years of residential lending experience at Capital Bank, Keys Financial Credit Union and First State Bank.

Labrada is a past president of the Rotary Club



Labrada

of Key West and served as chairman of the Key West Rotary Foundation from 2002 to 2008. He is also a past president of the Military Affairs Committee and a past member of the Monroe County School Board.

### Hospital adds two directors

Lower Keys Medical Center recently named Monica J. Wells as director of special care services, which includes the intensive care unit and the intermediate care unit. Wells comes to Key West from Jacksonville, Fla., where she managed the ongoing education and regulatory compliance for the Trauma-Surgical and Neuroscience ICUs as well as the Rapid Response Team and Critical Care Float Pool at Shands Medical Center. She was also a staff nurse in the Trauma-Surgical ICU for three years.



Wells



Mullins

Valerie Mullins has been named as the hospital's director of education. She has been with LKMC for four years and in that time has worked as an emergency services nurse, nursing supervisor, admissions nurse and most recently the interim education manager.

Mullins has been a nurse for 21 years and her background is in ICU, ER, trauma and flight nursing.

### Goldman adds certification

Key West attorney Robert Goldman recently attended the Florida Supreme Court Certified Appellate Mediation Training with Mediation Services, Inc. at the University of Miami School of Law. He is now certified to mediate appellate court cases in addition to circuit civil and court cases.

Goldman is also a Florida Supreme Court qualified arbitrator and has been practicing law in Key West since 1996, and in Illinois since 1980 mostly in the areas of business, corporate, commercial, construction law, contracts and civil litigation.