



## THE PYGMALION ADVISOR

### Do You Judge People Based on Their Looks?

It's human nature to judge people based on their appearance. In my book, [The Power of the Pitch: Transform Yourself into a Persuasive Presenter and Win More Business](#), I point out that the average person formulates an opinion within 30 seconds. If our view is negative, we may miss discovering extraordinary talents in people.

Take the case of Susan Boyle, the 47 year old spinster who lives with her mother and cat in a remote Scottish village. Wanting to become a professional opera singer, she auditioned for the TV program, Britain's Got Talent. Does



Susan look like a Broadway singing sensation? Hardly.

Was Susan's musical talent judged the moment she walked on stage and before she hit the first note? Unfortunately, yes.



When the acerbic Simon Cowell asked Susan why she hadn't performed professionally before, she answered candidly, "Because no one would give me a chance."

[Watch Susan Boyle](#) blow away Simon Cowell and the judges with her overlooked talent.

Amazingly, it was two years earlier that a rather goofy cell phone salesman from South Wales, Paul Potts, [astounded the same judges](#) with his incredible operatic talent.



Do you give the people on your team or those you meet in your life the chance to show their talents? If not, you could be making a big mistake. Everyone has some exceptional talent, all we have to do is give that person a chance.

### Discover the Hidden Talents in Your Team with Leadership Analytics

Want to leverage the talents of your team members to create a more productive and effective team? Now you can with Kolbe Corporation's Leadership Analytics (LEAN). Lean reports are a revolutionary way of identifying and solving team performance issues.

Based on advanced algorithms and diagnostic tools, LEAN reports zero in on specific obstacles to team success and offer practical, prescriptive advice to help leaders leverage the diversity of talents inherent in any team.

[Click here to request the LEAN information packet](#) and learn how LEAN reports can help you identify not just the cause of team productivity issues, but the corrective strategies to solve them.

### Twitter Tip

When used strategically, [Twitter](#) can be a great way to build your brand by sending valuable brief messages to your constituents.

Do you have a Facebook account? Great. Cross-post your updates to Twitter and Facebook with [TweetDeck](#). And TweetDeck is now available on the [iPhone](#).



"Talent is the single most important force creating strategic value for your organization." [The Talent Powered Organization](#) by Peter Cheese, Robert J. Thomas and Elizabeth Craig

"Everybody has talent, it's just a matter of moving around until you've discovered what it is." George Lucas

"Whatever you set your mind to, you'll be most successful when you craft your role to play to your signature strengths most of the time." Marcus Buckingham and Donald O. Clifton, [Now Discover Your Strengths](#)

"Everyone has talent. What is rare is the courage to follow the talent to the dark place where it leads." Erica Jong

"Hide not your talents, they for use were made. What's a sun-dial in the shade?" Benjamin Franklin

"The man who is born with a talent which he has meant to use finds his greatest happiness in using it." Johann Wolfgang von Goethe

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