

Business

Dreams to reality through mega magic

Book by Rocklin authors details process to strengthen group communication

By Brad Alexander
The Placer Herald

Through a twist of fate, Nick Montoya and Roger Peterson labored over every word of their new book "The Magic Megaphone."

Two years of work produced a 128-page book that they both predict will have their readers shouting its praises.

Twenty-three years ago Montoya, a senior manager at Intel Corporation, wrote down a dream list of 20 things he would like to do in his lifetime. Up until Sept. 25, writing a book was just one of those 20 dreams.

Enter Roger Peterson. Peterson, a Rocklin resident and former freelance writer for the Placer Herald, met Montoya after contracting with Intel as a business writer.

Peterson had written a detailed 25-step process for project groups in Intel to strengthen group communication. He heard from other Intel employees about Montoya's Megaphone process. Peterson read over the process and urged Montoya to finally publish it.

"I walked into his office on the very last day I worked there and suggested to him that he should make 'The Magic Megaphone' a book," Peterson said.

Montoya developed the first edition of the megaphone process 15 years ago to establish a simple method for businesses and groups organizations to get their projects unstuck and back on track. Fast forward to present day and the model that "The Magic Megaphone" created has been used as a Holy Grail for Intel employees at its headquarters in Folsom and across around the world.

The book was so well received, that Intel's vice president and chief information officer wrote the forward to the book, praising its simple approach to collaboration within groups. Folsom Lake Dodge also ordered over more than a hundred advanced copies of the book for its staff.

"The Magic Megaphone" had already worked for Montoya, who is also a guest lecturer for the masters business program at Sacramento State, on hundreds of projects that had landed in a rut. The book elaborates on how a simple, uncluttered method is the best way to approach even a complex, multinational problem. Peterson notes that it is easy for a company, like Intel, that operates in dozens

of countries, over a mess of language barriers and thousands of personnel to inadvertently steer projects off track.

But Montoya doesn't keep his Megaphone process just at the office, it comes home with him and much more.

"I've used this simple process with my daughter's salsa dance group, church groups, my family and kids sports teams," Montoya said. Montoya used "The Magic Megaphone" with the San Juan Soccer Club, based out of Folsom.

Montoya said the principles he tells people are easy for anyone to do. He noted that when people do not think they have to give 100 percent effort all the time, they come up with 100 percent answers anyway.

Ants are used to illustrate the methods and as a metaphor for those who follow "The Magic Megaphone."

"The ants represent (the reader) as if they were to have an incredible sales meeting with their bosses. Then after the meeting is over, you leave the room and magically turn into an ant to crawl back under the door to hear what everyone is saying," Montoya said. "I want every sentence to start with 'wow.'"

Montoya said that if a group is coordinated to focus on achieving the same goal, "wowing" your boss is no sweat.

Peterson and Montoya expect this to be the first of potentially 10 more megaphone books. Each following book will focus on a specific



Nick Montoya, left, and Roger Peterson authored "The Magic Megaphone," a book detailing a process to strengthen group communication.

COURTESY

group, like families, human resource managers, government managers or sports teams.

Megaphone Communications, formed by Montoya and Peterson, will publish the future editions of

the Magic Megaphone books.

A special signing for "The Magic Megaphone" will be held at Cantina Del Rio restaurant, 106 J St. in downtown Sacramento, at 6 p.m. on Oct. 13, at 106 J Street in downtown Sacramento at 6

p.m., m. Members of the Hispanic Chamber of Commerce will be in attendance. The signing will feature a salsa dance demonstration by Nick's daughter, Giana Montoya., Nick's daughter.