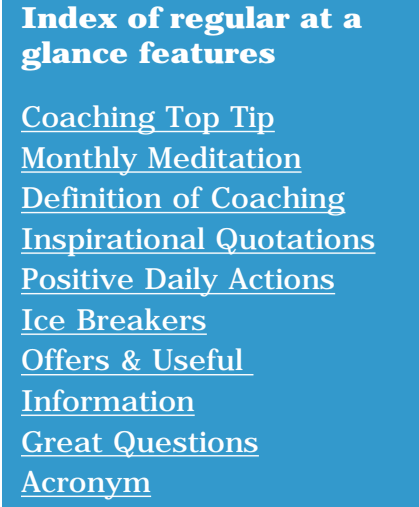


The ECI Newsletter

Keeping you informed with each other

July 2007



Motivational Speaking

Coaching Top Tip

There is an old saying along the lines that, 'When you are up to your neck in alligators, it can be difficult to remember that your task was to drain the swamp!'

Effective coaching is results based and that means that the results have to be quantified and qualified, otherwise you have no way of knowing when you have completed the task.

So, this month, consider your techniques for being clear about what you want the coaching to achieve, remembering that it is crucial to set clear outcomes at the earliest possible stage.

Then focus on what has actually been achieved after each session - what have you or your client done differently as a result? You can apply similar principles to any project that you undertake by asking, 'What is the prime objective?' and 'How will I know when it is reached?' And, unless you know what your task is, stay away from alligator inhabited swamps!

Curly Martin

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Editor's Letter

Motivational speaking, or any type of public speaking, must be one of the most challenging things one can do. One speaker I happen to know remembers her first time speaking to a live audience. The prospect made her physically sick for days before the event. Fortunately a good Coach came to her rescue and helped her through it!!

This month's offerings will hopefully provide some insight, and guidance, into the world of Motivational Speaking. Reading through them helped me understand, how much good preparation plays, in the successful outcome of a public speaking engagement.

What are your thoughts?

Are you a public speaker?

Can you dazzle the world with eloquent speeches on a range of subjects?

Let us know what you think makes a Motivational Speaker worth listening to!

Michael

Michael Duffy, Assoc Newsletter Editor

editor-newsletters@the-eci.org



1. Would you like to write and be published in your industry newsletter?

Whether you're a published writer or not, share your contributions with us (articles, quotes, case studies, tips, acronyms, book recommendations and industry news, offers etc.) @ articles-newsletters@the-eci.org

2. Got a Question?

Post your question, queries or concerns to Milly Shand on articles-newsletters@the-eci.org

3. Feedback

Send us your feedback to articles-newsletters@the-eci.org

4. How about working with our team?

If you enjoy reading, browsing the net, then we want you to join our growing newsletter team by finding us more great articles for our future newsletters. Just contact @ articles-newsletters@the-eci.org

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ECI - Some of the Benefits

Get Known Now

21 leading coaches all agree - one of the absolute 'must have' keys to building a profitable and full coaching practice is getting known. Here's the proof. Recently, 21 leading coaches with the uncanny ability to get known (names I am sure you will recognise ...) were interviewed and all agree on one thing ...

Getting known is the best long-term strategy and fastest way for any coach to attract new clients fast, raise their rates, and start living their own dreams.

Curious who the 21 coaches are?

Want to benefit from some of their FREE Get Known Fast tips?

Go to the specific [ECI website page](#) for details.

Professional Indemnity Insurance

Working with Westminster Indemnity the ECI can offer an extremely attractive professional indemnity insurance scheme. The Professional Indemnity Insurance Policy is an all encompassing indemnity and liability insurance scheme for Coaches and includes cover for:

- Public Liability
- Product Liability
- Professional Indemnity (malpractice and errors and omission)
- libel or Slander

As well as coaching, this policy covers a variety of therapies which include but is not limited to, NLP, Aromatherapy, Counselling, Homoeopathy, Training, Personal Development, Reflexology, Reiki, and many more.

Your selected cover is based upon your selected cover, annual turnover, yourself or yourself and your associates/employees, and annual turnover.

All administration of your insurance policy is sleek and streamlined and is done by Westminster Indemnity. Your insurance application is conducted entirely on the web and your policy will be put into force once you have completed your application (applied for it, paid for it, and Westminster Indemnity has received it.

Go to the specific [ECI website page](#) for details.

Coaching Hours Log

Your coaching hours log is an important record of your coaching practice. As part of each accreditation application you will be requested to submit your Coaching Hours Log.

To download your Coaching Hours Log, Members can :- Log in to the Member's only area of the [ECI's website](#), select 'Business Building' from the side menu, then 'Coaching Hours Log', then 'Click to download .doc file'. Save the document to your own computer.

Continuing Professional Development

Your CPD log is an important record of your coach training, learning, research, studying, and reading, and should be kept in a safe place. This CPD log allows you to update all aspects of your coaching development - training, reading, teleconferences, workshop, conferences, events, mentor coaching, articles written, etc.

To download your CPD log, Members can :- Log in to the Member's only area of the [ECI's website](#), select 'Business Building' from the side menu, then 'Continuing Professional Development - C.P.D. log', then 'Click to download .doc file'. Save the document to your own computer.

Accredited Training Courses and Workshops

CTECI - Full Coach Training Programme

- Life & Executive Practitioner Coach Diploma (DipNMC) Noble Manhattan Coaching info@noble-manchattan.com

- The LCH Diploma in Life Coaching Achievement Specialists enquiries@achievementspecialists.co.uk

- Diploma in Personal and Executive Coaching Executive Coaching info@executivecoach.ie

- Diploma in Life & Business Coaching Mindstream info@mindstream.ie

SCECI - Short Courses

- Quantum Goal Achievement Noble Manhattan Coaching info@noble-manchattan.com Next course running on Saturday 30 Sept & Sunday 1 Oct 2006.

- The Body Transformation Programme Scintilla

- Coaching Human Potential and Peak Performance Scintilla
- Coaching Futures! Innovation and Strategic Creativity Scintilla

WSECI - Workshops

- Results Coaching Noble Manhattan Coaching info@noble-manchattan.com

Further details can be found at www.europeancoachinginstitute.org/coach_training/

A Short Guide to Effective Public Speaking By Stephen Boyd

Delivering an effective presentation to 20 or to 200 people is difficult. Since the internet became commonplace, audiences expect more content from speakers. In addition, because of the entertainment slant of most media today, audiences want a presentation delivered with animation, humour, and sparkle.

Begin with something to get the attention of the audience. This might be a startling statement, statistic, or thought provoking question, or a funny story about yourself. Whatever technique you use, engage your audience and you are on your way to delivering a successful and memorable speech.

Secondly, be energetic in your delivery. Speak with variety in your voice. Slow down for a dramatic point and speed up to show excitement. Pause occasionally for effect. Don't just stand behind the lectern, but move a step away to make a point. When you are encouraging your audience, take a step toward them. Gesture to show how big or wide or tall or small an object is that you are describing. Demonstrate how something works or looks or moves as you tell about it. Show facial expression as you speak. Whatever your movements, they should have purpose.

Structure your speech. Don't have more than two or three main points, and preview in the beginning what those points will be. With each point, have two or three pieces of support, such as examples, definitions, testimony, or statistics.

Tie your points together with transitions. These could be signposts such as "First," "Second," or "Finally." Use an internal summary by simply including the point you just made and telling what you plan to talk about next. "Now that we have talked about structure, let's move on to the use of stories", would be an example. When you have an introduction, two or three main points with support for each, appropriate transitions, and a conclusion, you will have your speech organized in a way that the audience will follow easily.

Tell your own story somewhere in the presentation - especially in a technical presentation. Include a personal experience that connects to your speech content, and the audience will connect with you. You want to help the audience link emotionally with what you are talking about and sharing personal experience does that. When you tell the story, simply start at the beginning and move chronologically through the narrative, including answers to the "W" questions: "Who," "What," "When," "Why," and "Where."

To add interest and understanding to your speech, include a visual aid. Visual aids are important when you want your audience to understand a process or concept or understand a financial goal. Line graphs are best for trends, bar graphs are best for comparisons and pie graphs are best for showing distribution of percentages.

A visual aid could be an object, a flip chart, a PowerPoint presentation, overhead projector slides, or a dry erase board. Whatever you use, make sure everyone can see it. The best way to ensure this is to put the visual where you will be speaking, and then find the seat farthest from it and determine if you can read it from that seat. Introduce the visual properly rather than simply throwing it at your audience; explain what it will do before you unveil it. Don't allow the visual to become a silent demonstration, but keep talking as you show it. You are the main event and the visual is an aid. Look at your audience, not at the object. When it is not in use, hide it from the audience. Humans are curious, and will tend to keep looking at the object and may lose track of the speaker-you!

If you are delivering a persuasive speech, in addition to your own stories include testimony of experts whom to reinforce your points. Add a key statistic when possible to show the seriousness of what you are saying. For example, if I were discussing the need for improved listening to provide better customer service, I might add that although we spend half of our communication time in listening, our listening efficiency is only about 25%. Stories, testimony, and statistics add depth to your evidence.

Look at the audience as you speak. If it is a small audience, you can look at each person in a short period of time. If it is a large audience, look at the audience in small "clumps" and move from one clump to another. Ensure good eye contact by looking at your audience before you start to speak. Go to the lectern, pause, smile, look at the audience, and then speak.

Don't read your speech; use note cards that have key words on them. The word or phrase should trigger the thought in your mind and then you can speak it. If you are including a quotation or complex statistics, reading from your note card actually lends credibility. If you write out your speech you will tend to read it and lose eye contact with the audience, as well as not being as enthusiastic in delivery.

Include a "wow" factor in your speech. Something in your speech should make your audience think, "Wow!" It could be a story, a dramatic point, an unusual statistic, or an effective visual that helps the audience understand immediately.

Consider using a touch of humour in your speech. Don't panic at this suggestion; you are not becoming a comedian but rather lightening up a serious speech so that people will be more accepting and interested in your ideas. Humour will help you to be perceived as an amiable person, and it is hard for people to disagree or be bored if they are smiling at you. Until you have lots of experience, keep your humour short. Perhaps inject a one-liner or a quotation. Don't poke fun at your audience; you should be the object of any shortcoming, showing that you can laugh at yourself. Avoid long stories or jokes. Probably the least risky use of humour is a cartoon. The cartoon is separate from you and if people don't laugh, you don't feel responsible. (Be sure to secure permission to use it.)

Finally, leave the audience with something to think about. People remember best what you say last. You might summarize your main points, or you might complete the statement, "What I want you to do as a result of this presentation is...". But beyond that, make your last words a thought-provoker. For example, I might end a speech on becoming a better speaker with "As Cicero said centuries ago, 'The skill to do comes with the doing.'"

A more modern guide to effective public speaking was penned by some unknown sage: "Know your stuff. Know whom you are speaking. Know when they are stuffed."

Developing public speaking skills is a life-long experience. But the points discussed here will get you started in becoming the speaker you want to be and the speaker your audience wants to hear.

Stephen Boyd

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The Art of Speaking: Winning the Mental Game of Presenting By Bill Cole

How many of your speeches could be considered artistic? Do your audiences view you as an expert speaker? What would you have to do to boost your speaking to the next level?

Highly experienced speakers not only know their subject, they know themselves, their audiences and their craft. They know how to write, stage and organise winning presentations that engage the audience at all levels.

To improve your public speaking, take any of these 13 tips on as a project, and watch your skills grow.

1. Go beyond telling your audience about your subject. Be passionate and become engaged with your subject.
2. Demonstrate your credibility and your right to be on the platform by recounting your experiences as an expert and how you solved problems and helped people and organisations.
3. Customise your material for each audience so they know absolutely that you are there for them.
4. Refine your voice control and turn your throat into a musical instrument your audiences love to listen to at length.
5. Speak from your heart and touch the hearts of your audience. Take risks by being vulnerable, imperfect and your audience will see you as a real human being, as one of them, not just as "the speaker".
6. Speak the truth and your audience will respond. Avoid any inconsistencies or incongruities between your "real life" and your "platform life".
7. Tell more stories and give fewer statistics. Reduce the PowerPoint and get more personal and people will respond eagerly.
8. Connect with your audience, one person at a time. Begin the personal touch before you take the stage by "being with" people in the audience, not "talking at" them.
9. Have fun as you speak and so will your audience. To get in the fun mode, stop focusing on yourself, and instead be audience-centred.
10. Respect your audiences and they will respect you. Never insult or disrespect anyone in your audiences. Show your regard for everyone.
11. Stop writing your speeches and start living them. Find your best material from your travels, your work, your friends, your family and the real world around you.
12. Create multi-media presentations to engage people the way they know - with modern media. Coordinate your talk points with particular moments in your media show.
13. Create and deliver your talk from the A-V-K matrix. This means your talk should be approximately 25% auditory, with 45% visual and 30% kinaesthetic. You want to speak to everyone's learning styles.

Now you have a better idea how expert speakers make it look so easy. The hard work is in the preparation and in the crafting of the message. Enjoy your journey in the speaking world and you will reap the many benefits of this exciting calling.

For a comprehensive overview of your abilities as a speaker you need an assessment instrument that identifies your complete strengths and weaknesses. For a free, easy-to-take 65-item presentation assessment tool you can score right on the spot, [click here](#).

You can use this as a guide in creating your own presentation coaching program, or as the basis for a coaching program you undertake with Bill Cole, MS, MA.

Bill Cole, MS, MA

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Recommended Reading

Secrets of Successful Speakers: How You Can Motivate, Captivate and Persuade by Lilly Walters

Simply one of the best books around on Motivational Speaking.

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ECI Workshop Sponsorship

How would you like The ECI to sponsor and support your workshop?

The ECI is providing the opportunity for each workshop and/or course run by it's members, to be sponsored and supported.

What this means is that The ECI will promote your workshops and/or courses, provide a logo for your promotional material, and allow reviews to be printed following your workshop.

To benefit from the sponsorship and support of The ECI please email Tina Sibley using her email address - conferences@the-eci.org - the following details:

- a. Course and/or Workshop Title
- b. Organisation Name
- c. Outline description of the course and/or workshop
- d. Name of coach
- e. Membership status with The ECI
- f. Date or dates that the course and/or workshop and/or event is scheduled.

On receipt of this information, the application will be processed through our sponsored course and/or workshop process and Tina will provide you with the details of sponsorship you will be getting.

If you have any articles, success stories, or any input that you would like to contribute towards the members and/or subscribers newsletters, please email your contribution to Milly Shand articles-newsletters@the-eci.org

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