

# Personal Success

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COACH

**THE PRISONER WHO  
BECAME A COACH**

**ESSENTIALS FOR  
NETWORKING**

**BEST-SELLING  
AUTHOR ROBERT RINGER:  
FIND YOUR HIDDEN GENIUS**

**READER'S STORY:  
I'M A HARE KRISHNA COACH**

**THE SENTENCE THAT  
CHANGED MY LIFE:  
TERRY INGHAM**

**HOW FULL IS YOUR  
MARKETING FUNNEL?**

**FIX THE HOLES IN YOUR  
MARKETING FUNNEL**

## Fiona Harrold: I'm Not Directional, I'm Caring

Expert tips, coaching advice, and much, much more!

**VOTED BEST**  
LIFE COACHING MAGAZINE  
BY PEER RESOURCES

YOUR PERSONAL

**Publisher:**  
Jonathan Jay  
Academy Publishing

**Editor:**  
Marie-Louise Cook

**Graphic Designer:**  
David Freshwater

**Contributors:**  
Christine Comaford-Lynch  
Jan Marie Dore  
Milana Leshinsky  
Lori McPherson  
Robert Ringer  
Diana Theodores  
**Fiona Harrold Photographs:**  
Sam Scott-Hunter

**Production Manager:**  
Lisa Snape, ALS Designs

**Contact Address:**  
The Academy Club  
39-43 Putney High Street  
London  
SW15 1SP

**Contact Email:**  
team@theacademyclub.com

**Contact Telephone:**  
0208 789 5676



The Coaching Academy is the longest established and most popular coach training provider in the UK and Europe. In eight years, it has provided over 13,000 people from 52 countries with unsurpassed coach training skills and it continues to develop and deliver high quality courses to meet the changing needs of the market. To discover how your career can benefit from the Coaching Academy, please log on to [www.the-coaching-academy.com](http://www.the-coaching-academy.com) or speak to one of our friendly qualified advisors at +44 (0)208 789 5676.

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## Editor's Letter



The radio DJ was struggling and beginning to wish that he'd never boasted to his listening audience, 'Everyone has an interesting story to tell - I'll prove it - I'll pick a name, any name, from the telephone directory, call that person and find out their story.'

But he was wondering why out of all the hundreds of thousands of names in the directory he had the bad luck to have chosen to call 'B.Davis (Mr)'. Getting anything beyond 'Yes' or 'No' answers from Mr Brian Davis was proving impossible - the man was as forthcoming as a stone. Sweat began to trickle down his forehead as the precious airtime ticked by and he thought of how he'd phrase his humiliating admission that he was wrong... not everyone had a story to tell after all.

'Excuse me,' Brian Davis suddenly announced, 'I have to go and close my bathroom window.' Desperate for anything that might resemble a story, the DJ pounced. 'Why? Think there's a storm coming?'

'No... because if I don't, all my bees will escape,' Brian Davis said in a tone that suggested keeping bees in your bathroom was something everything did.

As the relieved DJ and Brian-Secret-Beekeeper-Davis proved, everyone does have a story to tell but you have to ask the right question in the right way to encourage them to share it with you. And when you know their story... you appreciate their motivation, their challenge - they are no longer part of a huge group but an individual who has given you the privilege of getting to know them.

I have had the privilege this month of getting to know the inspiring stories of many coaches from all kinds of backgrounds and countries and am thrilled to share them with you. More than anything, it has made me appreciate anew the amazing job that coaches do. You are all making a huge difference to the world!

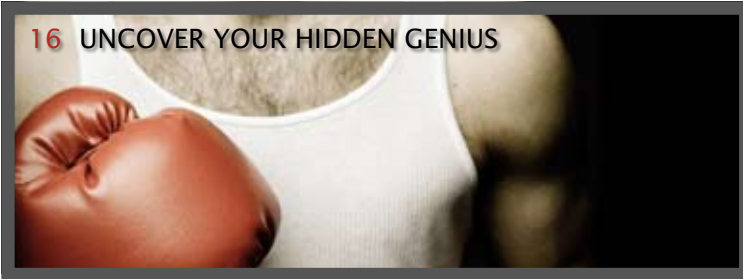
And so, on behalf of The Academy Club Team, thank you! And may your month be wonderful.

*Marie-Louise*

Marie-Louise Cook - Editor.

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I'M NOT DIRECTIONAL, I'M CARING

# Fiona Harrold: I'm Not Directional, I'm Caring

Known as the 'Queen Bee of Coaching' and 'UK's Number One Life Coach', best-selling author **Fiona Harrold** is credited with bringing life coaching to a mass audience in this country. She spoke to **Marie-Louise Cook** about growing up in Northern Ireland, her plans and her brand of 'hands-on' coaching.

**Personal Success: Now about coaching... The Coaching Academy view is that coaches should not give direction – no input, no advice, no stories – so that the client has the opportunity to come up with their own solution. You seem to be at the other end of that spectrum – you like to direct your clients.**

**Fiona Harrold:** 'I don't think I direct them, no. People come to me for more than a space in which they can hear themselves think. I think they are coming for some input and some feedback and some insight.'

'If someone's in a particular situation, the fact that they are in it means that they are not perhaps going to see all the possibilities. If they're quite stressed... if they're feeling cornered then they're really going to be quite limited in their perspective. They need somebody to say, "Okay, let me tell you what I see. I'm not as stressed as you are. I'm not emotionally involved. Let me tell you: you have options. You have the three options that you've just talked about. Here are another five." I'm not saying, "Look, this is the best option." I'm saying, "We've got eight options here. You thought you had three. You've got eight." It's probably a bit more hands-on than a typical coach but it is what my clients come to me for.'

'They want that approach because it makes them feel like I actually care. Clients would come and say, "I have seen someone and I just didn't get the feeling that he or she was in there with me." It's probably their interpretation of that approach but it matters that you are able to show that what's going on in their life – their situation, their challenges, their choices and decisions – matters to you too. I wouldn't say, "Look this is really the best thing to do."'

**So, it's more that you have the big picture of whatever situation they are in?**

**Fiona Harrold:** 'Yes. It's also that I've worked very much in the whole mental approach which is the training I got from my mentor – the whole challenging, choosing and altering your belief system because that's going to shape your life, that's going to shape your choices and shape what you believe is possible. I'm very much working with someone's mental approach, and very much about putting my foot in the door of their mind and keeping it there to open them to bigger possibilities. A client of mine wrote a nice little piece in the *Financial Times* and she said, "Whatever you do, go and see Fiona Harrold. Take your dreams to her and chances are, you'll leave thinking, "You know what? That dream is too small!"'

*It's probably a bit more hands-on than a typical coach but it is what my clients come to me for.*

**What a fantastic testimonial!**

**Fiona Harrold:** 'That's certainly what I do. I challenge their belief system. I'm enhancing or upgrading their belief system and suddenly they see that 'X' is possible and 'Y' is possible and the whole damned thing is possible. So, I'm broadening their horizons as to what is possible.'

'Really, what do people go to a coach for? They go to a coach to make their life ideal in whatever way that looks. You're giving them that moral support. So I don't think it's good to be too hands-off because it could look like actually, you're not that involved. It's important that people feel they have that support behind them. That's what's going to make a big difference to them.'

## I'M NOT DIRECTIONAL, I'M CARING



### How did you become a coach?

**Fiona Harrold:** 'Oh, Lord. I think I probably evolved into it. My Dad was a self-improvement fanatic - he'd left school at 14 but he was really into self-improvement and self-education. He worked as a door-to-door salesman for the Hoover Company and they used to send him on Dale Carnegie courses too. He read all these great American motivational writers so I grew up with the likes of Dale Carnegie, Norman Vincent Peale, and W. Clement Stone in the background. I used to travel around the countryside with him when he was doing all his selling and listen to his tapes. That was probably my first introduction to that approach to life: that it's all down to you and your mind is the most powerful weapon that you have.

I came to London after doing a degree in English and Politics and I didn't want to go straight into a career because I didn't really feel passionately pulled to one. I got very involved in politics and I experimented with different ways to live really.

'Eventually, I decided it was time for me to rethink my take on life because I'd become a little bit cynical and my whole lifestyle had become a little bit of a struggle. I was always focusing on things that weren't great, that needed improving. I'd been living at Greenham Common [the women's peace camp]; I'd been campaigning to support the Miner's Strike in 1984-1985; and I'd joined a co-operative that ran a health food shop, a bookshop, and a café. I worked on a community newspaper

called *Pavement* and was always investigating shady dealings and putting wrongs to right. After a couple of years of that, I think I got terribly, terribly ground down and I really wanted to change my life.

'I did some therapy but it didn't feel like it was taking me forward so I looked around and I found Fiona Shaw (not the actress) in London. She called herself a "Self-Esteem Consultant". I went to her as a client. Eventually she said, "You know I reckon you'd be awfully good at this" and I became her full-time apprentice.

'At the same time I was apprenticed to her, I was soaking up everything I could find on personal development and human potential. I did the big American weekend groups like Loving Relationships Training (LRT) and The Forum.

'I was approached in 1998-99 by publishers Hodder and Stoughton. I think they'd seen something in *The Daily Telegraph* where I'd coached a journalist. They were becoming aware of this thing called 'coaching' and they said, "You seem to be a coach." 'I said, "I suppose I am." I had called myself a "Self-Esteem Consultant". They said, "Would you like to write a book about the work that you do with people and how it's different from therapy?" "Sure I will, that sounds great!"

'That book was *Be Your Own Life Coach*, which came out in 2000. That changed everything and I had to become much more focussed. I was getting enquiries from all around the country and beyond, which I couldn't possibly fulfil. People were asking for ongoing support and saying the book was great but asking what else could they do. That really galvanised me into >>

“ They want that approach because it makes them feel like I actually care. ”

## I'M NOT DIRECTIONAL, I'M CARING

setting up the website, bringing on other coaches I liked and trusted and really upgrading it all into a business.'

**For coaches who wanted to follow your example, what would you recommend?**

**Fiona Harrold:** 'Oh my Lord! I currently mentor coaches who want to get their practice off the ground and I have noticed many tend to ignore what they have done before, almost as if they can't bear to acknowledge their lives before coaching but with their previous experience and their coaching skills, they could create a unique niche and become very distinct coaches.'

'I think that it really helps to have a sense of purpose and conviction behind what you do. I think that will certainly set you apart from the average coach. I get people who come to me who say, "Oh, I've had a coach before but you're really quite different."

'I don't think you should do it just for the money. You have to ask yourself, "If I didn't need to make any money ever again, would I still do this?" If the answer isn't a resounding "Yes", it's not the thing for you and you probably won't have the success you want.'

'I know if I did win the Lottery tomorrow and money wasn't a concern, this would still be a part of my life. I'd still be working with prisons and setting things up there and doing the work that I do.'

“ *I also think that my early life in Northern Ireland probably played a part in shaping my perspective as to what is worth worrying about and what is important.* ”

**What work do you do with prisons?**

**Fiona Harrold:** 'About three years ago, I got a letter from a chap in prison called Alan [see his story, 'The Prisoner Who Became A Coach'] and he said, "I've read all your books and guess what? I'm actually coaching! I'm coaching all the prisoners in my wing and some of the officers. I'd love you to come and visit. It would be such a big deal for us all if you came."

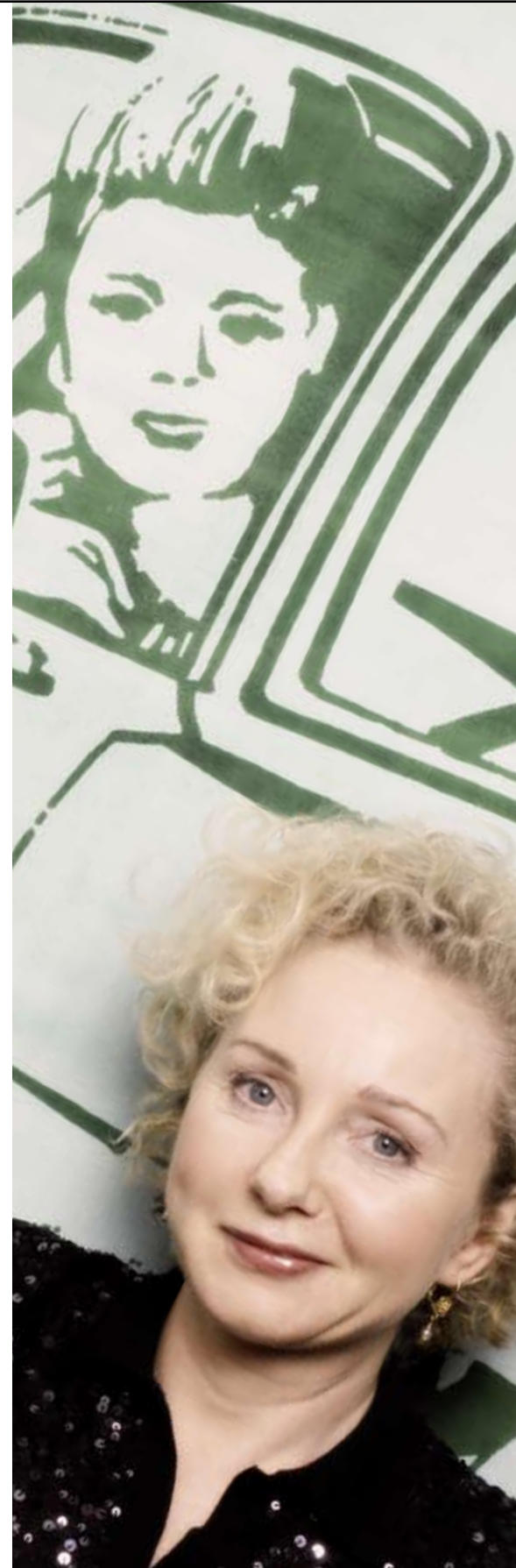
'I went to his prison in Kent, Standford Hill and it was funny because obviously all the guys had been told I was coming so it was like a big deal. He was such a smart guy and he'd already set up a meeting up with the then Head of Learning and Skills Sharon Barrett - she's now the Head of Reducing Re-Offending at Sheppey Cluster. She said, "We've seen what this guy's done and it's really good. He's straightening people out, he's getting them clear in their heads and also getting them clear on what the heck they're going to do when they leave this place so that they don't return. Do you think you could do something like that?" I said, "I think I could."

'My plan was to teach Prison Officers coaching skills. I just felt that would be of far more benefit in terms of changing the culture inside prisons.'

'We've just finished the first pilot involving three prisons in Kent over a three month period. We trained 20 Prison Officers really thoroughly in coaching skills and it's been an incredible success. The prisons are crazy about it - they want us to continue. They've paid for it. We've been approached by other prisons and prison authorities that have heard about the work that we've done. I'm really excited about that.'

'You have to have that passion within you for the work and I think that is going to show in the work you do and in your whole approach.'

'Do some sort of pro bono work. It helps keep your motivation very clear. It doesn't do to do this work for money if that's your primary measure. It really



doesn't. It won't make you a great coach.

'I think it's better if you've got other income streams as well otherwise it puts too much pressure on you. It's not like a lot of jobs where you could do it for eight hours a day. I have a very small private practice because I want to give people real quality time and attention. I'm walking around with those people at the back of my mind most of the time: I see something in a newspaper and I think, "I'll send that to so-and-so." To give a quality service, you don't want to be coaching too many people.'

'I've got different income streams: I've got my books out there\*, I have a business and a busy website so my income is not dependent on me sitting here coaching individuals day after day. I think that's too much of a strain to put on oneself.'

**What else do you do? Do you write every day?**

**Fiona Harrold:** 'I don't want to do another motivational book right now. I don't want to repeat myself so I'm actually writing a novel set in Northern Ireland in the Seventies. The website is very busy. I do workshops. I have different workshops: 'Purpose, Passion and Destiny' is a new one that I've put together and that's proving fantastically popular. We have all the online courses on the website that sell very well. We do an online newsletter every week.'

**Have you found it a different experience writing a fictional book?**

**Fiona Harrold:** 'It's a completely different discipline. I have had to become very humble. I have a mentor who is a published novelist and I listen to what she tells me and answer her questions and justify things and have her take a red pen to my stuff and scribble all over it. It's like going back to school.'

**Have you enjoyed it?**

**Fiona Harrold:** 'Absolutely. You know as a coach, you have to keep your own life interesting. You cannot allow

yourself to get into a rut. You cannot let yourself off the hook. If there's something that you think you really want to do, you really have to do it. It's the most transparent profession in the world: if you're not walking your talk, then you're not as switched on or as enthusiastic as people need you to be. People are coming to you for your spark. You have to be sparky; you have to be living right on the edge of your potential because that's what they are coming to you for. People come to you for inspiration, guidance, and confidence. They're going to look at your life and if you're not brimming over with confidence and enthusiasm and taking risks every now and then, you're probably not in the best place to be coaching other people to be doing the same. You have to challenge yourself.'



*I don't think it's good to be too hands-off because it could look like actually, you're not that involved.* ”

'Something else I like to do is renovate flats and sell them. I like to walk into a place, look at its potential and think, "Okay, that's what I'm going to do to this place", then do it up and make it look fabulous. You have to keep yourself fresh; you can't get jaded as a coach.'

**What else do you do that entails taking risks?**

**Fiona Harrold:** 'God, I think my whole bloody life is a risk! I turned down a very lucrative offer from my publishers for more motivational books to take a risk doing something completely different. I spent most of last year working on that book, turning away all sorts of secure streams of revenue, which would have stopped me focussing on this. I have no deal for this book. That's a complete risk. There's no guarantee that a publisher's going to snap it up whatsoever.'

'I let my son leave school at 16 because he hated it and he'd just won the 'Young Photographer of the Year' competition so that's showing faith in him, in life, in him following his passion. So I don't think I cling on to typical security in any way, in fact at all.'

**Are you able to say what your net worth is?**

**Fiona Harrold:** 'Oh God, definitely not. I'm probably not the phenomenally wealthy person that people assume I am. Making money has never been high on my agenda. Doing what I wanted to do has been my focus and my priority. It's only recently - and maybe it's an age thing - that I've become more business-like. "Right, I need to get some more money around me so I can choose actually just to write maybe for six months."

'I have to work for my livelihood and I want to get into a position where I have more freedom in that matter so if I do want to take six months off and write, I can do that. Last year, I worked very little and took much of the year off but this year, oh my God, I have to work overtime to pay my tax bill! It would be terribly nice not to be in that situation so that has focussed my mind. I've found that I can make money quite quickly and quite easily doing up property and selling it. Making money has never been a huge priority but it's more of one now because it will buy me some freedom.'

**It seems to have happened quite often in your life that someone else has approached you with an idea: with the Self-Esteem Consultant, the publishers, and the man in prison.**

**Fiona Harrold:** 'Always. Right place, right time, and right motivation. The clearer you are with what you're doing, the easier life is. Everything you need comes to you. Life will be less of a struggle. You'll not be pushing against doors but people will open that door or people will come to you and knock on that door. That's certainly been my experience.'

**How many clients do you have?**

**Fiona Harrold:** 'I wouldn't do any more than 10 people a week. I charge £1,000 a month, which I think, is an average executive coach rate.'

**How often are your clients in contact with you?**

**Fiona Harrold:** 'Once a week so it works out to be £250 an hour. I give a very generous, comprehensive service. I take people on for a minimum of three months. I have clients all over the world so the vast majority call in and we don't see each other face-to-face.'

'If you're going to offer a service like that, you can't do heaps of people - life would just be overwhelming. For me to offer a service like that I wouldn't want any more than 10 clients a week.'

**Do you have a coach?**

**Fiona Harrold:** 'No. I have one or two advisors in my life and I sometimes grab one of my coaches and say, "Listen, I just have to talk through something with you. Can I book you for 40 minutes" and that would be any of the coaches that you see on my website who are all absolutely brilliant.'



*I'm enhancing or upgrading their belief system and suddenly they see that 'X' is possible and 'Y' is possible and the whole damned thing is possible.*

**What sort of advisors do you have?**

**Fiona Harrold:** 'I have a mentor for my book and I use my brother a lot. He's an awfully smart person and I'm very lucky to have him in my life. He's a big inspiration for me. One of the things he's done recently to keep himself amused is adopt an entire village in Africa, given them a clean water supply and helped them become self-sufficient by growing vegetables.'

**Besides your father and your brother, who else do you regard as an inspiration?**

**Fiona Harrold:** 'My family as a whole. I come from this Irish tradition of missionaries and giving and taking care of people. One side of my family is all nuns and priests and I have a wonderful uncle, my father's brother, who dedicated most of his life to working in Africa, the southern states of America and helping the underprivileged.'

**What about your mother? Was she interested in personal development?**

**Fiona Harrold:** 'Not in such an overt way. Certainly, she was probably much more of a risk-taker than my Dad. I didn't appreciate that at the time because I was so much of a Daddy's girl but actually, looking back now, I think probably my Mum was much pushier and much more of a risk-taker than my Dad. When she was in her sixties for example, she retrained in reflexology and came over to London and set up her own reflexology practice.'

**Who among your contemporaries do you regard as inspirational?**

**Fiona Harrold:** 'People who do something sensational that makes a difference to other people's lives inspire me. I find Camila Batmanghelidjh [founder of the charity Kids Company] extremely inspiring. I definitely applaud Tony Robbins for what he's done. I like people like Neale Donald Walsch, who wrote the *Conversations with God* series. I think Dr Caroline Myss [author and medical



intuitive] is fabulous. You can't ignore Louise L. Hay for her contribution - fabulous. Paul McKenna's doing a terrific job - he's very focussed, very driven, very out there.'

**Is there anything that you're fearful of?**

**Fiona Harrold:** 'Nothing whatsoever. Not a thing.'

**Really?**

**Fiona Harrold:** 'I don't want to give the impression that I've never experienced fear because that is simply not human. When we start to move out of our comfort zones, it's scary. When you reach for something that's important to you, that's scary as well.'

'One of the most difficult things I've done recently is to begin to write in an entirely different genre. It has been pretty scary and it has taken me much longer than I ever thought it would take and I've had weeks where I've ignored it and my self-belief has deserted me and then I've literally had to drag myself back to the table so I do know what it's like when one has to challenge oneself and step out of what one is comfortable doing.'

'I also think that my early life in



Northern Ireland probably played a part in shaping my perspective as to what is worth worrying about and what is important. I was obviously growing up in the thick of The Troubles.

'At 12, I was going on civil rights marches with my older brother and we were put out of our house at around the same time as were about another 50 Catholic families in the neighbourhood. We left with what we could pack overnight as did the other families. People were burnt out of their houses. We literally had to go out and find an empty house to live in. Not many 12 year olds go house hunting with their Dad who happens to be carrying a crowbar. We had to break into an empty house to live in. We squatted, along with the other homeless families, in a new housing estate until the council gave us a new house. So I may have a different experience to a great many people. I think that really does shape your perspective on things. I found it all incredibly exhilarating at the time although I'm not sure that was how my parents felt about it! However, things got worse when people I knew were killed, people I went to school were pulled into things and ended up in prison. When you live in that sort of continual drama, when people you know are killed or jailed, it shapes your

perspective about what is stressful and what is worth worrying about.

'I remember making a decision really early on that I would leave and never return. I think my drive and self-reliance - or confidence - kicked in then. I plotted my escape, followed my plan and left at 21 after university and I didn't return until last year, 25 years later.

'I think it's given me an incredible gratitude for the comfort and ease that I experience in my life now. I have a great appreciation for everyday life just as it is. I'm not outrageously ambitious in the way that people probably think that I am because I do genuinely appreciate my life the way it is.

'A lot of people fear not having money but I've already experienced that from the time when I was living in a squat and it was actually one of my happiest times. My security comes from knowing that I can turn my skills and abilities into money so I don't try to hang onto money in a way that many people do in the name of security.

**Your early political beliefs are still very much part of your motivation, aren't they?**

**Fiona Harrold:** 'I think I'm much more

humanitarian now. I suppose I do have that approach to life. I feel more plugged into the bigger picture than some people might be.

'I'm not riding on a political ticket even though I did stand for the Green Party in 2005. That was a very scary thing to do: going to hustings in a hall with 500 or 600 people, sharing a platform with seasoned campaigners. That was definitely me being way out of my comfort zone.'

**You've been a Parliamentary candidate, a newspaper columnist, a massage therapist, a public relations consultant, a writer, a life coach and a property developer... What's next?**

**Fiona Harrold:** 'What I'd like to do next is extend the coaching work throughout the country to every prison. I want to help transform our re-offending rates in this country.'

**Do you have the educational authorities or big business support for this?**

**Fiona Harrold:** 'No. My plan is to start generating and attracting that sort of support. We've done the evaluation and we're getting that out to all the prison authorities. That's my big plan - to get that out and make a difference there.

'I also want to give myself space and time to write more and I want to write more fiction. That's my big plan.

#### FURTHER INFORMATION

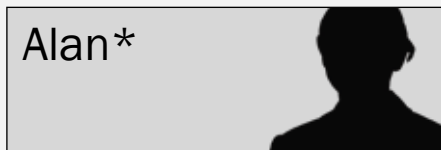
\*Fiona Harrold's Life Coaching books are: *Be Your Own Life Coach* (Hodder Mobius, 2000); *The 7 Rules of Success* (Hodder Mobius, 2006); *The 10-Minute Life Coach* (Hodder Mobius, 2002); *Reinvent Yourself* (Piatkus Books, 2004); *Indestructible Self-belief* (Piatkus Books, 2005).

To discover more about Fiona Harrold, please visit her website at: [www.fionaharrold.com](http://www.fionaharrold.com).

Photographs courtesy of Sam Scott-Hunter. Visit [www.samscotthunter.co.uk](http://www.samscotthunter.co.uk).

## THE PRISONER WHO BECAME A COACH

**Life coaching could be the key that sets criminals free from a re-offending cycle, says former prisoner Alan\* who spent his three-year jail term coaching fellow prisoners and Prison Officers and who was in fact the inspiration for Fiona Harrold's Prison Coaching Programme. By Marie-Louise Cook.**



Alan\*

➔ 'About half the people in jail are what I call 'average' prisoners and if you treat those people properly and give them opportunities then they will not re-offend. I believe the most important factor is education not just of the prisoner but the family of the prisoner too. Families can do an awful lot to stop someone re-offending but they don't because they don't know how to help.'

'I really wanted to coach 'lifers' - some of them had been in there so long and had no experience of the world outside.' Most had given little thought to what they would do once they were released from prison. 'They're going to go out into the big, wide world with no money and no job and do nothing but re-offend and return to prison. What I was trying to do was change their way of thinking. That was the coaching side of it, talking to them and asking them questions to make them think. Sometimes the coaching was in the background: I didn't say, "I am coaching you" but I asked questions like, "What are you going to do when you get out?" I wanted them to come up with their own answers. I learned that from Fiona Harrold's books - she said we all know what we want and need but it just takes somebody to draw that information out.'

His decision to spend his three-year jail term studying for an Open University Degree in Social Sciences and to do Life Coaching as part of that course led him to Fiona's books. 'You have to re-plan your life when you go into prison because you can't go back to what you were doing before. You have to reassess how you are going to earn money, support your family and whether the relationships you had before you went in are still going to be there when you come out.'

'I started reading about Life Coaching and came across something written by Fiona. I wrote to her and explained that I was in prison and coaching. She wrote back and sent me a whole load of books and we began talking by phone.'

The reception to coaching from prisoners and Prison Officers was mostly very positive. 'We ran some courses in prison where Prison Officers attended and they came away saying how great it was.'

Alan became the prison's education orderly so looked after the prisoner's educational needs and tested new prisoners when they arrived to determine their level of literacy. He taught prisoners too. From this, he managed to obtain a teaching job at a nearby college.

'Some people call this ballsy: I applied to one of the local colleges for a teaching job. I was accepted even though I was a prisoner. Obviously, it wasn't just a single interview: they observed me teaching in the prison for about five weeks. The guy said I was very good but warned me, "We have to do a Criminal Record Office check on you and it's obviously going to throw up the fact that you're still in prison. But you'll be teaching adults and we can't find any reason why you shouldn't do it."

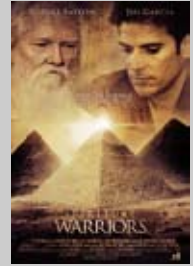
'It was the best thing that ever happened to me because I then got



## FILM REVIEW

## FILM REVIEW

**Spiritual Warriors The Film  
Reviewed By Personal  
Development Coach Lori  
McPherson**



*Spiritual Warriors* is an independent film, with a talented cast, and well-written script based on the principles of the best-selling book *Spiritual Warriors* by John-Roger. Several years ago, he and actor Jsu Garcia teamed up to form Scott J-R Productions and this is their first full-length feature film.

Action-packed, fast-moving, and visually arresting, *Spiritual Warriors* has something for everyone; what's more it starts an unstoppable journey within, staying with you long after the film ends.

Finn (played by Jsu Garcia) is a lost soul and two-bit, out of work actor who takes refuge at the home of Roger, an older New Age man (played by Robert Easton). The older man claims to know Finn from the past and then persuades him to become his student and to fight the evil power of darkness that threatens the world.

The story unfolds into a journey of spiritual awakening that sees Finn travel halfway across the world as he faces challenges and overcomes the obstacles in his life. Finn finally realises what it is he has to do, but he must summon all his strength and courage to overcome his fears.

Shifting from modern to ancient times, with twists and turns throughout, *Spiritual Warriors* courageously faces subjects that have been treated with trepidation in previous films. It's brave and bold, and raises issues that are sure to provoke much debate among viewers, regardless of whether they are spiritually aware or not.

If there's one film you see this year, let it be this one.

## FURTHER INFORMATION

To watch the trailer and learn more about the film, visit: [www.spiritualwarriors.com](http://www.spiritualwarriors.com) and to learn more about the teachings and workshops related to the film and book, go to [www.msia.org](http://www.msia.org). You can contact Personal Development Coach Lori McPherson at [www.lorimcpherson.com](http://www.lorimcpherson.com) or email her at [info@lorimcpherson.com](mailto:info@lorimcpherson.com).

Stage One of my teaching qualification - the Certificate of Education - so I'm a qualified teacher.

'Me being allowed to teach outside the prison took everybody by surprise, both Prison Officers and prisoners. Some Prison Officers had said, "You'll never be allowed to do it." Other prisoners were like, "If you're going to do that, then I'm going to try and do this" and over a six month period, more of them went out to work every day. Which was great because it meant they could resettle back into the community properly when they were eventually released.'

Since leaving prison, Alan has established a consultancy business as a professional company director, offering mentoring and coaching particularly to companies that are struggling. 'The great thing is when I walk in somewhere and somebody says, "God, I feel terrible. My business is going down the pan, you have probably never felt like this - it's the lowest point of my life", I don't always tell them about the lowest point in my life but I can sit there and empathise with them. I know what it's like to have your dignity ripped from you for different reasons. I can coach them to feel good about themselves and their businesses and quite often turn it around.'

He plans to complete his Degree in Social Sciences - he has one year left - and then to go to an American business school and do an MBA.

As an ex-offender, he was invited to join the prison's Reducing Re-offending Strategy Board and attends its monthly meetings. 'I actually get welcomed back by Senior Prison Officers who say to me, "Well Alan, do you think that's going to work?" And they may argue against what I suggest but at last, they are listening. At least there is a forum for prisoners to have their say.'

\*Alan asked that we withhold his name.

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# One Sentence Changed My Life

Never underestimate the power of encouragement, says **Terry Ingham**, a highly successful Personal Performance Coach and Coaching Academy Licensed Trainer. A single encouraging sentence changed his entire life. By **Marie-Louise Cook**.

“You’re rubbish” was a phrase Terry Ingham heard so often growing up that it became a guiding principle throughout his early life.

‘If you hear something often enough, you believe it,’ says Terry, who is now an ultra successful performance development coach with an MA in Strategic Human Resources, a Licensed Master NLP Practitioner for NLP’s founder Richard Bandler and Paul McKenna, and a Licensed Trainer for The Coaching Academy. But at school, the boy from the children’s home fared badly. ‘I had a chip on my shoulder – or so I was told - I didn’t really know what they meant but every time they told me I went out of my way to prove them right. What people believe and look for they tend to find.’

He left school with nothing but a report that recommended he stay away from anything requiring academic ability and instead try a manual or craft-based career. Oh, and with his lack of sporting prowess, he shouldn’t think about any kind of sporting career, the report added.

Goodness knows what would have happened to Terry if not for the

“*I was so used to being told that I was no good at anything...*”

intervention of a sports coach named Margaret Johnson several years afterwards. Quick to spot his talent at Judo, she told him, ‘You’re good at this.’ That simple sentence changed a lifetime of negative affirmations and was to have a profound effect on Terry, who was by then in his late teens. ‘I was so used to being told that I was no good at anything that when I heard that it shocked me. It was my green light, someone saying I was good at something. It changed my world. From then on in, I chose to believe what Margaret Johnson said to me rather than what anyone else told me. I realised it was me who drove my brain, my behaviour and I could choose who I wanted to be.’

Within 18 months, Terry had earned a black belt in Judo – a level that can take less gifted or determined individuals many years to reach. He became a qualified Judo coach and worked with some of the top Olympic and international Judo competitors in the world.

Terry spent the next 30 years working in roles that would allow him to help others reach their potential, using what he had learnt as a sports coach. ‘Throughout my consulting life, I’ve used coaching to encourage people, help them change and help them to get to better places.’ During that time, he earned many qualifications and accumulated a wealth of experience working for some of the largest multi-nationals on the planet.

In his last role, he was the principal consultant for a large consulting group

and responsible for the coaching provision, both internally to companies within the group but also externally for the group’s customers. The group employed about 135,000 people in over 120 countries.

For all his success however, Terry wanted to set up his own business and coach and mentor full-time so he created a company. Another 18 months passed before he felt ready to ‘go live’ and leave the security of his job with the blue-chip company.

Just in case things didn’t work out as quickly as he hoped with his company, he also signed up with a coaching consultancy in a part-time role. ‘I had my feet in two camps and if things didn’t work out, I knew I’d still have a bit of income and another option,’ recalls Terry.

His previous employer, the mammoth engineering group, became his largest client. ‘That relationship just keeps growing. I have become involved in quite a few things because of that relationship. I never really expected that. They have brought more work to me and asked me to take on even more.’

## ONE SENTENCE CHANGED MY LIFE



“*Look how wrong you were. You never know what people are capable of. All anyone needs is the right stimuli...*”

To attract new corporate clients, Terry knew he needed to be able to offer a low or no commitment sampler session. 'I have my own material – stuff that I know works but I needed an opening piece of material.' When he received a mailing from The Coaching Academy inviting him to become a Licensed Trainer and present its workshops, he signed up, knowing it would provide the material he had been looking for. 'It is a good opportunity to have a very select, well-branded one-day introduction workshop that I can put in the top in the funnel and use to pull business out through the bottom, creating a much stronger business stream.'

The Licensed Trainer workshop gave him such clarity, he says, that within hours of finishing the course, he clinched a 12-month contract worth £72,000 to provide a coaching and management support programme.

Four months after signing that contract, Terry is now on the verge of signing yet another large contract – this one for a corporate culture assessment in a South African company – which could be worth £20,000 with a follow-up coaching

programme worth much more.

The £72,000 Management Coaching programme is underway and the Managing Director of that company is delighted, says Terry. 'He's now getting the sort of behaviour that he wants. People are more aware of each other and of the implications of their behaviour on others, which is what it is all about - changing behaviour from where you are to where you want to be.'

'I'm pleased with the business' development.' So much so, that he's recently resigned from the coaching consultancy because he's too busy with his rapidly growing company. 'The way things have worked out, I'm totally confident about the future. The people at the consultancy have asked if I would like to be one of their suppliers. I'm setting up an arrangement to work with them. It will work both ways – when they're busy I know they'll ask me to work for them but likewise my business is growing and I'm grappling with how to handle the growth and they said they'll be able to support me if I need it. That's great because I know the coaches there and will be confident about sending work their way.'

There have been other developments too. Besides running one and a half hour sampler sessions for networking meetings and business associations, and one-day 'Understanding of Coaching' and 'Understanding of NLP' workshops based on the model he learnt during The Coaching Academy's Licensed Trainer Programme, Terry has been busy with a major cultural change programme for his ex-employee. 'That's quite a sizeable piece of work and as a result of the feedback which has been fantastic, I've been asked to put in a proposal to do the organisation's management development for the next three years. We're taking a lot of money – six figures easily.'

'I'm trying to keep my feet on the ground. Keep focussed. At the end of the day, my core business is about coaching ... I wanted to do this full-time and nothing else because seeing people achieve things that they didn't believe they could do makes it all worthwhile. I like applying what I have to make a difference to people – that's what gives me my buzz. If I could afford it, I'd do it for free.'

And given the opportunity, what would he say now to those teachers who judged him so harshly back at school. 'Look how wrong you were. You never know what people are capable of. All anyone needs is the right stimuli, somebody to have faith in them and to give them the support they need and they can achieve beyond their wildest dreams. I reckon I'm testament to that.'



## FURTHER INFORMATION

You can contact Terry Ingham at his company, Positive Impact Coaching Ltd. on 01472 311 751 or visit his website at [www.positive-impact-coaching.com](http://www.positive-impact-coaching.com). For more information about The Coaching Academy's next Licensed Trainer Programme, please telephone 0208 789 5676 or email [team@theacademyclub.com](mailto:team@theacademyclub.com).

# I'm A Hare Krishna Coach

Hare Krishna devotee **Akrura Dasa** shares his experiences of working as a **Spiritual and Professional Life Coach** and promoting the coaching cause to members of his spiritual movement. By **Marie-Louise Cook**.

Like many coaches, Akrura Dasa lives, eats and breathes coaching. He writes an online blog, he has a website and he makes himself available at almost any hour of the day for his clients – they can Skype him, catch him on his mobile phone or via email as well as by the more traditional telephone route. They can meet in a park or come to his office in Soho, London or he will travel to their office. He's even been known to conduct face-to-face coaching sessions with his clients while travelling on the bus or train to and from work.

'I like this instant coaching – we live in a very active world and sometimes people have an urgent need to be assisted and then I try to make myself available, even when I am travelling, so I have my mobile phone, and people can call me and I can assist them instantaneously with their issues and challenges. I coach internationally – people call me – we have instant coaching, early morning coaching – I try to be available to my clients 12 hours a day.

'I also do team coaching and strategic leadership development and seminars and courses and workshops for larger groups of between 10 and 30 people.'

There are however certain hours of the day when Akrura is not available. They are the hours between 4 a.m.

“ Coaching fits very naturally with the Hare Krishna lifestyle... ”

and 9 a.m. when Akrura meditates, chants, sings or dances as part of what he calls 'his spiritual and wisdom development'. For Akrura is part of the worldwide Hare Krishna movement (or the International Society for Krishna Consciousness – ISKCON) and has been for the past 25 years. According to ISKCON, the movement has 10,000 temple devotees and 250,000 congregational devotees worldwide, and its mission is to promote the well being of society by teaching the science of Krishna consciousness according to *Bhagavad Gita* and other ancient scriptures. Spiritual life, it says, begins when one enquires into the nature of the absolute truth, the Supreme Godhead (Krishna).

'I start my day at 4 a.m. with a mantra meditation which gives me peace, clarity and a lot of spiritual intelligence early in the morning,' explains Akrura. 'It really helps me be very strong and meet my day's challenges in a very effective way.

'I also do some spiritual singing. I sing every day for Krishna and for our spiritual coaches. It is very beneficial and auspicious to invoke spiritual blessings; as people say, "standing on the shoulders of giants". We sing in Sanskrit. Sometimes I do it on the bus because I have no time to do it at home and I have to go to work. I do also a lot of reading of the wisdom literature, and that's done in the morning and in the evening. It is *Bhagavad Gita*, the famous book of wisdom, which contains universal principles of success but I don't confine my studies to Vedic literature – I read all kinds of books that I'm interested in, especially personal development and coaching books and leadership books. One of my areas of expertise is leadership and I work a lot with leaders, especially spiritual leaders. I also work with professional managers and leaders because many of our members are doing that.



## I'M A HARE KRISHNA COACH

'Sometimes, I also attend programmes at our centre and take part in spiritual dancing.'

Once he's had breakfast, Akrura makes his way to ISKCON's UK centre in Soho. When he is travelling, he wears ordinary clothes but if he's in the temple or presenting seminars, he dresses as married men of the Hare Krishna movement do – in a white shirt and trousers. Whether he's traditionally dressed or not, he always has the yellow mark on his forehead known as 'tilak', which is made of clay from the sacred River Ganges in India and is believed to represent the connection between the soul and God.

'It's more practical to be on the bus wearing ordinary clothes but when I am in our centre or giving seminars, I am in our full Hare Krishna clothes in white. I wear Indian trousers (*dhoti*) ... the *kurta* is the shirt. I don't wear *kurtas* that often – my wife sometimes buys me white tops from Next that I wear instead.'

He is the Executive Secretary and a leadership council member of ISKCON Soho. His work involves some administrative and management work but he estimates 70% of his work is coaching and personal development.

'I coach residential members of the movement – celibate monks - and our congregational members. Most of them are actually leaders and managers in their companies and in their communities. I help individual members with coaching and sometimes conflict resolution but mainly I try to help individuals to become successful in their chosen areas. These areas will cover their spiritual practice but also their professional life and their family relationships. I run training courses and team coaching sessions too. I also write a Gita Coaching blog, so people can have access to different tools and principles that will help them succeed. I am quite active online. I also have a website where I try to put a lot of resources so people can access them for free – audio and written.

'I have coached since 2001 and I calculated (and this is probably an

under-estimate) I have had over 1,000 sessions with over 160 members.

'When I first learnt about coaching I thought this is a perfect job for devotees of Krishna.

'Now, I'm actively promoting coaching within our movement – we have over 400 centres worldwide. We have online forums and I'm promoting it very strongly and now many of our members know about coaching and about my Gita Coaching services.'

In Sanskrit, Gita means 'song' but Akrura says it is also an acronym for his coaching model:

G – Goal  
I – Ideas  
T – Tests  
A – Action

'It is very much in line with our spiritual principles, especially the test because we say you have to pass the test if you want to advance spiritually.'

Akrura's coaching is based on five principles:

Sattva: living in balance  
Dharma: living with purpose  
Atma: discovering the self  
Paramatma: connecting to the source  
Bhakti: developing loving relationships.

'I have led coaching courses in nine European countries during the last two years and I am continually asked to give presentations and demonstrations of coaching.

'Over the last two years, I have trained about 100 people in coaching skills. It is developing – I have been invited to Munich and Moscow recently and I will be training more people there.'

Although the issues that he coaches are much the same as any coach would experience, there are a few differences, he says. 'Coaching fits very naturally with the Hare Krishna lifestyle, because our lives are about helping other people become happy. There is a Vedic principle – let everyone become happy – so the whole purpose of our

spiritual practice and yoga practice is that everyone becomes happy. The difference with Krishna coaching is that we want to be happy forever, not only in this life – we aspire to attain happiness beyond this lifetime.

'We go very deeply into what is the purpose of life and understanding who we are. Our understanding is that we are not the body but we are the souls who are within the bodies. When the end of this life comes, the soul moves onto something else – it is either born into another body or it transcends the cycle of birth and death. We believe in the potential of the soul. There is a verse in the *Bhagavad Gita* that says 'the soul is amazing'. My motto for my coaching at the moment is 'Excellent questions, excellent life' but until recently, my motto was, 'Every soul is amazing'.

'I meet people who are amazingly intelligent with amazing potential but it also amazing how they are able to sabotage themselves. Some people are super experts at sabotaging themselves. In that sense, it is amazing how foolish people can be. Coaching helps release people's potential.'

Once his working day is over, he goes home to his wife, (who is also a trained Life Coach) and their 16-year-old daughter. 'I go home and I coach my family for three hours!' he laughs, admitting 'I eat coaching, I sleep coaching, I breathe coaching! No, actually, when I come home, my wife coaches me about our finances, our relationship and other things! Ha ha! No, seriously, my wife and my daughter are amazing souls.'

## FURTHER INFORMATION

Akrura Dasa is a qualified Spiritual and Professional Life Coach. To contact Akrura, please email him at [akrura@pamho.net](mailto:akrura@pamho.net), contact him on Skype [akrura](https://www.skype.com/en/contacts/akrura) or visit his websites at: <http://vedicillumination.com/gitacoaching> and <http://gitacoaching.blogspot.com>.

HOW TO UNCOVER YOUR HIDDEN GENIUS

# How To Uncover

What could you accomplish in your life if you could harness your full potential? International best-selling author of the massively successful *Looking Out For #1* and *Action! Nothing Happens Until Something Moves* Robert Ringer explains how to discover your real talent.

Robert  
Ringer

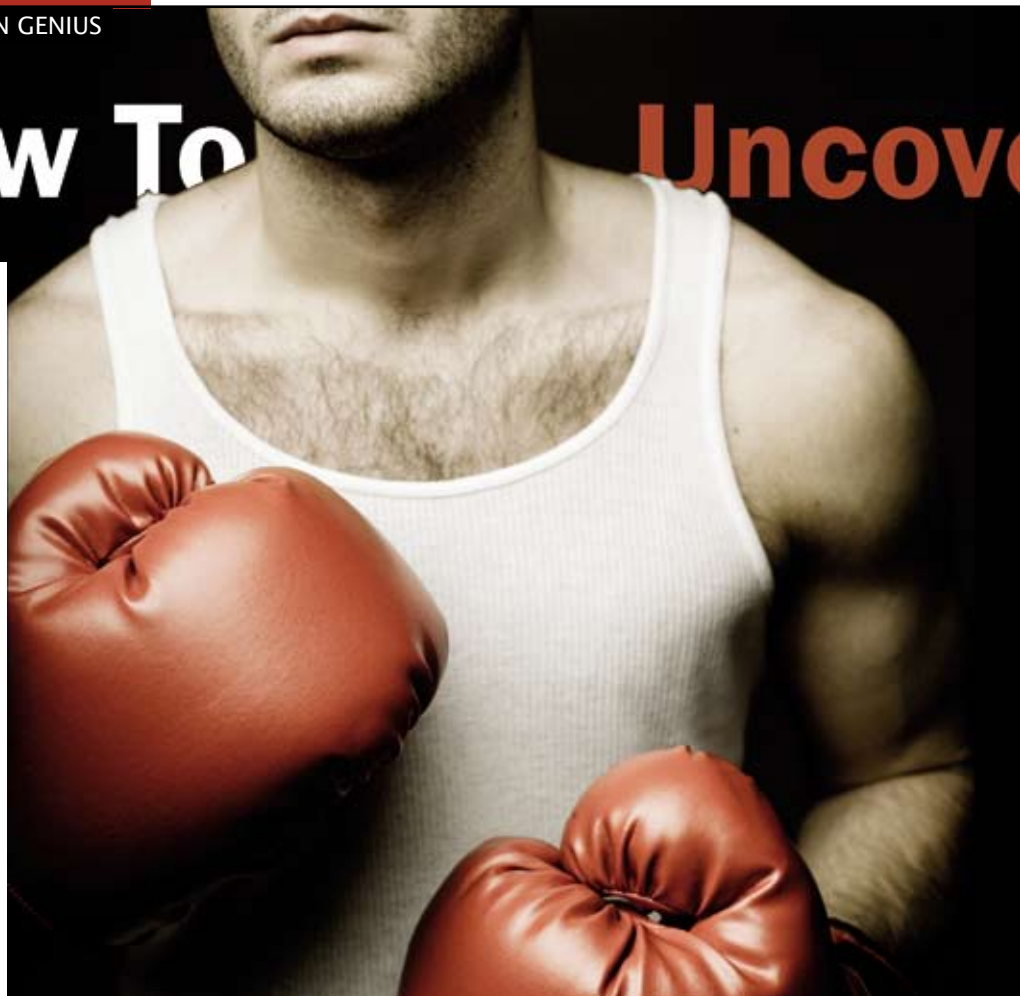


I've had an emotional attachment to Sylvester Stallone and his *Rocky* films since 1977. It all began when my then secretary told me she had seen a movie over the weekend that was a 'must see' for me. She went on to say that Sylvester Stallone's success with that first *Rocky* closely paralleled my own success with my first book.

She explained that Stallone had done it all. He wrote the script, raised the money, played the lead character, and produced and directed the film. Unfortunately, there has been a several-hundred-million-pound disparity between our respective returns on invested time and energy over the years, but I'm used to such inequities.

I'm still fascinated by Stallone's amazing rise from troubled teenager to wealthy, famous superstar. Injured at birth, he has had a droopy lip and slurred speech throughout his life, making him as unlikely a movie star as a weightlifter with an Austrian accent and a name most people can't pronounce.

“At 15, his classmates voted him 'most likely to end up in the electric chair'.”



At 15, his classmates voted him 'most likely to end up in the electric chair'. Then, after stumbling from one job to another for several years, Stallone came upon the mother of all stumbles: acting. This happened while he was coaching women's athletics at the American College of Switzerland.

After some bit parts and a 'light' porn film, he wrote his first script, *The Lords of Flatbush*, in which he cast himself as one of the four main characters. Believe it or not, I actually saw that film back in 1974 - an abysmal piece of work - and I remember Stallone well. He played a somewhat blubbery hoodlum in a leather jacket - not exactly a matinee idol. At the time, no one could have convinced me that the pudgy guy with the speech impediment would soon become the most famous actor in Hollywood.

What's so inspiring about Stallone is that his real-life success bears such a close resemblance to the success of his *Rocky* character. We've all read and heard much over the years about how every individual possesses a 'hidden genius' and Stallone's life is an archetypal example of this. He wrote his first *Rocky* script in just three days! That is genius - *hidden* genius, because he had never written a movie script prior to the incredibly bad *The Lords of Flatbush*, and he had limited experience with acting and directing.

Had Stallone not stumbled onto acting in Switzerland, it's quite possible he never would have discovered his hidden genius. Just think about that for a second. There would have been no *Rocky* series, no *Rambo* series, and no Hollywood legend by the name of Sylvester Stallone.

# er Your Hidden Genius

commentator quite like him. He's funny, knowledgeable, outrageous, polite, self-deprecating, well spoken, folksy, and, above all, entertaining. Beck has a nightly show on CNN Headline News, with many reruns throughout the evening and early morning hours.

What's amazing about Beck is that not only has he survived alcoholism and drug addiction, he's also been through a divorce and, among other things, managed to go relatively unnoticed by the general public for more than two decades.

When Beck's life was in a shambles, could anyone possibly have imagined that he would some day be a wildly successful television personality? Hardly. On the contrary, I'm sure people saw him as the bum he was. Yet, beneath his bum exterior was a hidden genius - a genius Beck probably didn't even know he possessed. His is a natural talent that started to come to the fore when he was exposed to talk radio at an early age, but it did not fully surface until he reached his forties.

All this begs the question: If a guy with a troubled childhood, slurred speech, and a droopy lip could become a film mega-star... and a former alcoholic and drug addict could become a major television personality... what could *you* accomplish if you could only uncover your hidden genius?

Given that the rewards are so high - not just monetarily but even more importantly from the standpoint of leading a fulfilling life - isn't the pursuit

of your hidden genius a worthwhile undertaking?

Which brings about the second question: *How* do you go about such a pursuit? The short answer is that you need to get out, do things, try things, make calls, network with people - take action. The odds against a person finding his hidden genius are overwhelming so long as he chooses to lead a mentally and physically sedentary life.

Remember that when it comes to finding a meaningful purpose in life, the first two questions you should ask yourself are: (1) What do I enjoy? and (2) What am I good at? And the answers to these two questions are likely to lead you to your hidden genius. Why? Because if you can find something you both enjoy and are good at, it would appear self-evident that you could accomplish great things by focusing intensely on whatever that one 'thing' is.

I recognise that it's much easier to talk about than actually do. However, the effort is worth it, because it could very well result in your hidden genius coming to the surface... and bringing you all you want in life.

## FURTHER INFORMATION

Robert Ringer is the author of three #1 bestsellers, *Winning Through Intimidation* (1975) and *Looking Out for Number #1* (1977), *Million Dollar Habits* (1990), *Getting What You Want: The Seven Principles of Rational Living* (2000), and *Action! Nothing Happens Until Something Moves* (2004). Sign up for Robert Ringer's free wisdom-filled e-letter, *A Voice of Sanity in an Insane World*, and receive a free gift. Visit [www.robertringer.com](http://www.robertringer.com).

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So, clearly, the public at large stands to benefit when someone discovers his hidden genius. That being the case, if you would really like to do something for society, you would do well to make a serious effort to discover *your* hidden genius - then exploit it to the max.

More recently, another hard-case-turned-success has fascinated me. He's a television personality who discovered his hidden genius only after overcoming the twin demons of drug addiction and alcoholism. The television personality I am referring to is the ultra-likeable Glenn Beck. There is no television

“When Beck's life was in a shambles, could anyone possibly have imagined that he would some day be a wildly successful television personality?”

# Essentials for Netw

*In Rules for Renegades, entrepreneur — and runaway success story — Christine Comaford-Lynch says people have a hard time asking for what they want, thinking they don't deserve it or will be considered pests. Flip it around, she says, don't think of getting what you want – think about how you can help them.*

Christine  
Comaford-Lynch



First, learn to love networking. As you meet people, relationships will follow. I'll never stop building relationships— it's so fun and fulfilling. I use my LinkedIn network ([www.linkedin.com](http://www.linkedin.com)) of over a million people so I can check in with business colleagues when I need to hire talent, connect my friends to people who'll help them, and find friends of friends who will introduce me to people I want to know. I use Plaxo ([www.plaxo.com](http://www.plaxo.com)) to keep my contacts' information up to date.

Connecting people is like chemistry class. I put this and that together and see what happens. Sometimes it explodes, but usually it works out. Something better is created. That's why I say, 'Life = the people you meet + what you create with them.' Whether it's friendships, jobs, companies, products, families, fund-raisers, or pool

“*Life is about bringing people together and seeing what happens.*”



parties, life is about bringing people together and seeing what happens.

1. Equalise yourself with others. We're all equal. Just because people are powerful, rich, or famous doesn't mean they are better than you. Practice equalising yourself with others; remembering this will enable you to more comfortably interact with others.
2. Build your networking momentum. Talk to people . . . all the time, in line at the store, at the salon, on an airplane. I've met amazing mentors, started businesses, and made new friends simply by striking up a conversation. Not sure how to start? Offer a compliment. There's always something attractive or admirable to notice about a stranger. Be sincere about it.
3. Rolodex dip. This is a fun practice when you want to connect with someone but aren't sure who. Flip

through your contact database until you find a name that makes you smile. Then call that person up just to see how he or she is. Your contact will be surprised and delighted.

4. Daily appreciation. Appreciate at least one person daily. I often do this via email, so I can be thorough; often, to my delight, the recipients will tell me that they are saving the message for when they need a pick-me-up. You can also express appreciation over the phone or in person. Simply tell others how much you appreciate who they are, what they do, whatever about them moves you. They'll be flattered, and you'll feel great.

5. Sensei of the day. Each day I pick a sensei, a teacher. This is someone who has taught me a lesson or reminded me of something important in life. Your sensei can be a person, a pet, a plant, it doesn't matter. The important thing

# orking



is to acknowledge that there is much to learn and you are being offered valuable lessons constantly.

6. Join a networking group. Service groups (like Rotary and Kiwanis clubs), industry associations, and job function/title groups (such as associations for marketing professionals) are great places to learn the basics of networking, to meet new friends, and to help foster other people's career dreams. Washington, Jefferson, Rockefeller, and Carnegie were all members of mastermind groups. You should be too. A mastermind group is a team of like-minded people who come together regularly to help support one another's goals. (Check out the resources on my website, [www.RulesForRenegades.com](http://www.RulesForRenegades.com).) I am in two writing mastermind groups, where I've learned about self-editing, story structure, and pacing, point of view, and lots more. In my business

mastermind group, I've explored new business models for online services and Internet marketing, how to hold a teleseminar, and how to market a book.

7. Find mentors, advisors, and friends to share goals with. Searching out mentors, building relationships with people in your field, figuring out how to get on the party-invite lists, and asking the publicity people in your company to share information about increasing your exposure are all good ideas. Think about how you present yourself, which is something that anyone at any level can work on. Setting up a monthly lunch with colleagues from other companies in your field, making a plan to meet someone who can teach you things (or swap services—one woman is helping me with a project in exchange for my providing business consulting to her)—all this is super-helpful.

“ Watch for the person you resonate with. You'll always resonate with someone. ”

8. Do the drive-by schmooze. Parties, conventions, and groups of all sorts are great opportunities, but sometimes you'll be tired, not in the mood, or have too many events in one evening. This is when you'll need to use the drive-by schmooze.

- a. Timebox your networking. Decide that in 30 minutes you'll do a check-in to determine if you need to stay any longer.
- b. Let your intuition guide you. Okay, some of you may think this sounds flaky. Just try it though. Stand near the door, in a corner, or out of the way. Stop your thoughts. Internally ask to be guided to the people you need to connect with. Then start walking.

You'll be amazed at who you meet.

- c. Make connections. Approach a person or group of people, introduce yourself, ask each person what he or she does for a living. Be genuinely interested.
- d. Watch for the person you resonate with. You'll always resonate with someone. When you do, ask the two most important networking questions:
  1. How did you get started in your field?
  2. What's your ideal customer?

We all love to talk about ourselves, and these questions will not only help you form a connection with this person but will also tell you how to help him or her.

- e. Offer help and follow through. If you can provide help, jot down ideas on the back of the person's business card, commit to follow up, and then do it.

If you've had a fruitful conversation and want to take it further, offer to meet for lunch or coffee.

Again, follow through.

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- Extracted from *Rules for Renegades* (McGraw-Hill, 2007).

## FURTHER INFORMATION

Serial entrepreneur, venture capitalist, consultant to many of America's top Fortune 1000 companies, software engineer, high school drop-out, model, monk and Geisha trainee, Christine Comaford-Lynch has lived the kind of life most of us can only dream about. She has always gone after what she wanted—and gotten things done. She's won, lost, worked, played, and every step of the way, she's written her own rules. Visit her website [www.rulesforrenegades.com](http://www.rulesforrenegades.com) for more.



# Learning to swim with sharks

The shark at the head of the table - the friendly looking one... perhaps if you smile at him, he'll smile back? By Martin Higgs

⬇ Sometimes pitching your coaching services to a room full of corporate professionals can seem like the worst thing on earth. A bit like learning to swim with sharks. The task for any coach as they head into the business world is to face up to these challenges, assert the value of coaching in the corporate environment, and win that contract - no matter how sceptical those executive sharks look!

I often talk to new coaches, and students who have recently signed up for one of The Coaching Academy's programmes. And often a real concern is how to make the transition from beginner to the credible and impressive polished article. Everyone suffers from this kind of anxiety. Am I good enough? Will they understand where I'm coming from? Am I experienced enough? Will the sharks accept my fees? Or am I just bait?

When the corporate sharks start to circle, our inner critic can go into overdrive. We can start to doubt our skills, the tools we have learnt, or the methodology that coaching provides. There's nothing like a solid training to fall back on when doubts start to cloud our judgment.

“ Will the sharks accept my fees? Or am I just bait? ”

At The Coaching Academy, we've been thinking of the sharks a lot recently, and of what we can do to equip our coaches even better for life in the corporate ocean. We constantly review the courses we offer, listening to the feedback we get from our students - anyone reading this who has been to one of our training days will know they get an opportunity to share their ideas for improvement with us at the end of each course. Several ideas for improving our Diplomas even further have coalesced over the last few weeks and I'd love to share them with you. All are designed to help you deal with the most difficult, most shark-like client!

For instance I'm really excited about a training day introduced to our New Advanced Diploma. Ann Skidmore is one of our most experienced coach tutors. Together with our Managing Director and Head of Training Lesley Matile, Ann has developed a brilliant one-day workshop designed to help coaches and their clients manage one of the most stressful experiences - presenting information. We all have to do that from time to time and whether to small groups or bosses, to a large audience or even to a group of people that we know well, presenting ourselves and our ideas can be really tough.

So did we call the day course "Presentation Skills", or "Learning to Present"? That sounded just a little humdrum. Eventually we came up with the title "Power Pitching"! Wouldn't you love to learn to Power Pitch? If you could create a presence and impose yourself on an audience as soon as

you entered a room, would that help you win those difficult pitches to corporate clients? If you could convince your audience you were confident, authoritative and expert in your field, the sharks wouldn't dare come anywhere near, would they? Ann's brilliant training day is full of tips to enable you to achieve just that.

The next changes we set about making were to our Corporate and Executive Coaching Programme. This has always been the best coaching qualification for anyone who is determined to bring their coaching skills to large companies and organisations. In feedback, our students told us they would like us to increase the emphasis on two key corporate challenges: managing conflict in the workplace, and



## LEARNING TO SWIM WITH SHARKS

ks



managing change. So that is exactly what we have done.

The corporate clients worry about conflict within their organisation. It saps morale, increases staff turnover, and reduces both the quality and quantity of output. It shreds the bottom line. Those corporates hate that! Good coaches resolve conflict situations, and the new Live Accelerator Day "Coaching Towards Conflict Resolution" will really enable you to get to grips with this significant organisational issue. Conflict arises for a wide variety of reasons and as a coach you need a range of strategies for resolving conflict that is equal to the task. Individuals respond to conflict in the workplace in any number of different ways. It can make some tense, some

apathetic. Some come out fighting, creating further waves of dispute, while others retreat into their shells, delivering the minimum. As part of the new training around this subject, our students will look at reducing conflict no matter how devastating an impact it is having. Crucial to successful conflict resolution is the idea of moving towards a win/win situation, allowing both "sides" of the conflict to move on positively. The sharks themselves are often in no position to achieve this – they are too closely involved, unable to view the situation dispassionately. A high quality corporate coach has the perspective on the situation that is needed.

We have also reworked the training day on change management - "Coaching

Through Change". Again, this is the kind of complex issue that can lead a shark to lose a tooth. The kind of organisations that coaches work with in the corporate world need the understanding a qualified coach brings to the forces at play in change situations. Change needs to be both successful and sustainable. There are real issues of resistance and pain to be overcome, and coaches can help move corporate clients forwards too, into the new era when new competencies might need developing.

By refreshing our courses all the time this way, responding to the changing needs of our student coaches, and the specific points raised by students in feedback, The Coaching Academy is doing its best to match our delivery to real world requirements. I know these three new training days will be heavily subscribed. They deal with the kinds of big issues coaches face day in and day out. The competent coach needs every possible weapon in their armory. If you can present brilliantly to senior professionals you are half way to winning their business. And once won, if you can coach successfully through challenges as complex and emotive as those brought about by conflict and change situations, you really are an effective corporate coach. That's just what these three new training days will help you achieve.

## FURTHER INFORMATION

For full information on The Coaching Academy's New Advanced Diploma, visit the website at [www.the-coaching-academy.com/advanced-diploma](http://www.the-coaching-academy.com/advanced-diploma)

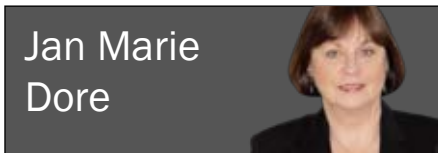
For full information on The Coaching Academy's Corporate and Executive Coaching Programme visit the website at [www.the-coaching-academy.com/corporate](http://www.the-coaching-academy.com/corporate)

Martin Higgs is The Coaching Academy's Marketing Manager.



# How Full is Your Marketing Funnel?

**The Marketing Funnel is a basic marketing concept that can have a huge impact on your profitability and the success of your business. By Small Business Coaching Expert Jan Marie Dore.**



Jan Marie Dore

⤵ A basic marketing concept that can have a huge impact on your profitability and the success of your business is 'The Marketing Funnel'. It makes it easier for prospects to make the decision to buy so your business becomes more profitable and you don't have to work so hard to make sales.

Many service professionals struggle with converting prospects directly into high paying clients. They make the mistake of trying to sell their high-end services without first developing a relationship with potential clients. The second mistake they make is to offer only a high priced service without any lower priced options.

Marketing experts suggest that we provide an opportunity for people to experience our services and expertise at different price points. The theory behind the marketing and sales funnel - sometimes called a 'pipeline' - is that we offer something free at the top end of the Marketing Funnel, then a mid-priced option, and finally your highest priced services and products at the bottom of the funnel.

Here's what you do to implement this Marketing Funnel strategy:

**First, get lots of prospects in the funnel.**

If you picture your funnel with the wide

end at the top and the narrow end at the bottom, you want lots of prospects at the top of your funnel.

You need to first 'cast a wide net' by spreading your message to as many people in your target audience as possible. This would include prospects, current clients and former clients. You want to target your message so that mostly ideal prospects enter the top end of the funnel.

A great way to do this is by offering something free or at an extremely low cost, such as an article, an ezine, special report, e-course, audio download, a talk or a teleclass. The purpose is to entice them to allow you to add them to your database and contact them again. This introduces you to prospects and provides an opportunity for you to demonstrate your expertise.

“*You can make money while earning the trust of clients and prospects by providing low to medium priced options for them to try your services.*”

**Then, guide them through the funnel.**

Once prospects have experienced your expertise and start to know, like, and trust you, they are more likely to open their wallets and spend more money on your services and products. Each level of the funnel as you guide prospects through represents increased familiarity and the potential for increased profits.

You offer your higher priced services and products only after they have sampled the lower priced option. As you provide several opportunities for

prospects to sample your skills and knowledge at lower price points, the middle of your funnel starts to fill.

You can make money while earning the trust of clients and prospects by providing low to medium priced options for them to try your services. Examples of mid-priced options would be an e-book, information booklet, workbook, audio programme, group coaching programme, subscription e-course, teleclass or in-person group training, or assessments. Only then do you promote your higher end services, for example, your 1-1 services, weekend workshops, or home study programme packaged with audio recordings.

**What's in your marketing funnel?**

Take out a sheet of paper, draw a funnel shape, and list the products and services you currently offer. Do you see any gaps in your offerings from free to high priced? Determine how to plug the holes by adding more product and service offerings and a range of pricing options.

Make it easy for prospects to make the decision to buy so your business becomes more profitable and you don't have to work so hard to make sales.

You absolutely want to put this strategy of The Marketing Funnel into action in your professional service business!

## FURTHER INFORMATION

Jan Marie Dore, MCC is 'The Professional Women's Success Coach' and the founder of Femalepreneurs.com. She is known internationally as a Small Business Coaching expert, speaker, and author, who helps independent service professionals attract more clients and earn a substantial income. Visit her learning community and get free marketing resources for self-employed professional women at [www.femalepreneurs.com](http://www.femalepreneurs.com).

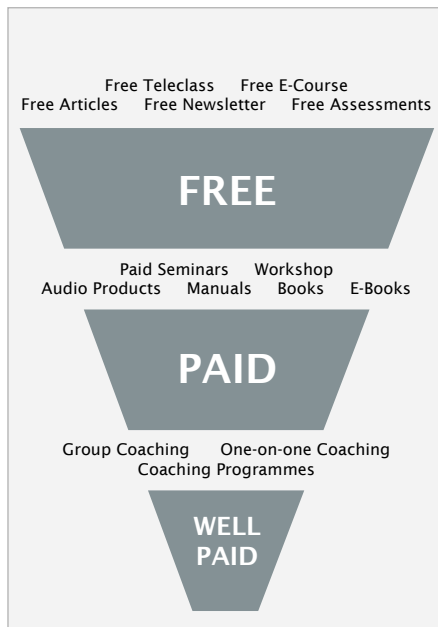
# Fix The Holes In Your Marketing Funnel

**Is your Marketing Funnel leaking? Entrepreneur, author and business advisor Milana Leshinsky reveals how to identify and fix the holes in your Marketing Funnel.**

Milana  
Leshinsky



Every coaching business has a Marketing Funnel. The smoother your funnel runs, the more efficient and successful your business is. Here is an example of how your funnel may look:



Notice that there are three levels - free, paid and well paid. Many coaches skip the 'paid' level entirely, and try to sell their high-ticket items (coaching) to those who just requested free information. Other coaches don't have the 'free' level in place, and wonder why their lead generation doesn't work well.

You may have gaps or 'holes' on any of three levels. See if you can spot any 'holes' in your funnel:

#### On 'Free' Level:

- Signature at the bottom of your articles isn't effective enough. It talks about you instead of your giveaway or an exciting feature on your website.
- You're submitting your articles to places irrelevant to your business. Instead of, or in addition to, generic article directories, be sure to submit to handpicked highly targeted newsletters and websites.
- Article topics are not quite relevant to your target audience or to your products. Don't write about your trip to Thailand and expect prospects to contact you about coaching. This rarely happens.
- You're not capturing traffic from your website. Be sure to have a mechanism to ask for your visitors' contact information, or you lose many potential customers.
- Your free giveaway on the website isn't enticing or relevant enough. Make sure your freebie is worth at least £10 if they were to buy it.
- You're not following up with people who request free information. Use auto responders to send out a sequence of lessons, tips or articles.
- Your follow-up messages have no call to action. Be sure to invite people back to your website, check out a product, sign up for a teleseminar, or enrol into a coaching programme.
- Newsletter is not doing its job at bonding with your readers and developing a long-lasting relationship.
- Your website isn't content rich to generate outside links and referrals. Add more articles and resources to fix this 'hole'.

#### On 'Paid' Level:

- Too many product offers on your website dilutes the focus and overwhelms the potential buyer.

- Ineffective text copy on your website may cost you a sale every time.
- No enticing bonuses for your products to increase the chance of a quick and easy sale from an excited customer.
- Pricing problems - too high or too low. Test different price points and check out what competition charges.

#### On 'Well-Paid' Level:

- Ineffective or no follow-up with customers who purchase your products. They may not even be aware that you're offering coaching and other services.
- Too many different coaching programmes and options confuse and overwhelm potential clients. Choose one or two main coaching options and focus your coaching page on it. List other options on a different page for those who're interested.
- Ineffective or too short sales copy for the coaching programmes or services. Remember, the higher the price, the longer your sales letter should be.
- Coaching fees too high or too low. Ask your clients or customers what they think you should be charging, and check out your competition.
- Wrong target market, no money for high-ticket items. This one will cause your revenue to stay low no matter what else you do.

Spotted any 'holes' in your marketing process? My recommendation is to fix them one at a time and test for at least a week. Otherwise, you won't know which fix 'magically' worked!

#### FURTHER INFORMATION

Milana Leshinsky, entrepreneur and business advisor is the author of *Coaching Millions: Help More People, Make More Money, Live Your Ultimate Lifestyle*. Visit her website to get a 47-page free excerpt from her book at [www.milana.com](http://www.milana.com).

# My Day

Diana Theodores combines her experience as an international performer and Theatre Director with her Personal Performance Coaching and NLP skills to help every client fulfil their purpose.

Diana Theodores



As a kid growing up in New York, I was raised on a diet of inspirational performances. The performers invested 100% in the moment and reached everyone in the audience. When I left the ballet or the theatre or the concert hall after these performances, I saw the world differently. I experienced a new key in the song of my life. I felt 'more' in every way - more alive, more hopeful, more motivated, and more passionate.

As a result of these formative experiences, I spent the next 25 years working internationally in professional dance and theatre. Then four years ago, with my sons grown and gone and my life entering a new stage of portability, I decided I wanted a career makeover. I wanted to use my experience as a theatre professional in a new way. I attended The Coaching Academy's Diploma in Coaching course and had a big 'Aha!' moment. I came away fired up with loads of ideas about how to move forward.

The connections between the world of theatre and the world of executive coaching create a beautiful, ecological bridge. As a Theatre Director, my role was to enable a performer to 'grow'. I had to hold a space of listening, observing, asking questions, and challenging the performer to search for meaningful, personal connections to the material. I was also responsible for creating effective rehearsals to get the best possible results within a tight timeline. I also worked very physically with performers because they had to be 'expressive instruments' of communication and so trained to connect their body, voice and breath and to put their belief behind their

words - to 'act as if'. Do you think these are relevant skills for everyone in their work and in their life? You bet!

The more I learned about training and coaching needs in the corporate world the more certain I felt about the application of these skill sets from theatre to personal and organisational development.

With the help of a business start-up grant specifically for arts-based entrepreneurship, I co-founded a company called Theatre 4 Business - a partnership of coaches, trainers, and facilitators - all with backgrounds in the theatre arts. We have our own individual practices and we co-facilitate on some programmes. Having a team of collaborators can act as a rich and supportive resource for continuous learning - through skills exchange, peer observation and creative brainstorming.

The learning trajectory has been enormous fun. I have experienced creating a customer service 'musical' with a staff of butchers in a gigantic freezer amidst tomorrow's tenderloin tips, company team building events in teepees in the Canadian Rockies, coaching CEOs through presentations of powerful messages on big stages, running creativity and personal development retreats, delivering corporate programmes on high impact performance and creative leadership, as well as working with many clients in 1:1 personal performance coaching.

I'm one of those annoying people who wake up full of energy. I begin my day at around 7 a.m. with a combination of yoga stretching and a meditation or I put on some music and dance. Then I usually have a light breakfast and walk to my local gym for a 30-minute circuit. My favourite bit is the trampoline. Jumping up and down makes me feel like a carefree kid!

Essentially, I spend my work time in a cycle of preparing material for clients, delivering the work, networking and recruiting new clients. Besides my work I love spending time with my friends and having adventures. I am grateful every day for all the joy and fullness in my life. The older I get the more full of wonder I feel.

I'm based in London but work all over the UK and also do some work in Ireland and in Canada. As an American ex-pat who has lived in Europe for many years, I now want to create a client-base in the US in order to see more of my family. It will mean dividing my time between here and there. If anyone reading this lives a dual residency life please get in touch. I love hearing stories about other people's lifestyles and how they pursue their dreams.

One of the greatest choreographers of the 20<sup>th</sup> century, Pina Bausch said, 'I'm not interested in how people move, I'm interested in what moves them.' And this is what inspires me as an Executive Performance Coach and Programme Facilitator: helping people connect to what moves them, to their creative core, to the well-spring of powerful forces and energies within them that make them who they are at their best as leaders, team players and human beings.

If all the world's a stage then the greatest role you will ever get to play is yourself. Helping people shine in that role gives me a great passion and sense of purpose in life.

## FURTHER INFORMATION

Diana Theodores, PhD, is a Personal Performance Coach, Facilitator and Speaker and a certified NLP Coach. For more information visit her website [www.theatre4business.com](http://www.theatre4business.com), email [diana@theatre4business.com](mailto:diana@theatre4business.com) or contact her on (+44) 0781 337 8392.