

Profile: Ron Aldridge

Professional Theatre Director, Playwright, Actor, Speaker and Business Trainer

Ron is a qualified business trainer and for the past 15 years has combined his various theatre activities with teaching Communication and Performance Skills Programmes to a wide range of business organisations.

He works with delegates as a director works with actors and uses his extensive theatre experiences to help develop within the delegates the thought-processes, mental disciplines and performing techniques of the professional performer - whether they are speaking in public, presenting, or selling, at conferences, in the workplace and in the boardroom.



Through the processes of discussion, explanation and participation, his highly-commended workshops, seminars and one-to-one consultations are non-threatening, non-competitive, informal and fun.

Specialist subject areas include:

- Personal Impact
- Developing Presence and Charisma
- Public Speaking Skills
- Effective Personal Communications
- Selling For Those Who Don't Like To Sell
- Powerful Presentations Without Powerpoint
- Script and Speech Writing
- Senior Executive Coaching

He has worked with large companies with extensive sales and customer facing teams, public sector organisations and training bodies, business networks and membership organisations such as the IoD, and professional practices as well as a wide range of individual consultants, trainers, coaches, small business owners and entrepreneurs.

Clients include **Cornhill Insurance, Alliance and Leicester, Virgin Mobile, Euphony Communications, Coca-Cola, HSBC, Q-Parks, and Sentry Farms.**

About Ron's training

The two main types of training are small group workshops and one-to-one coaching.

The **Small Group Workshops** are 1 or 2 day workshops, delivered in-house, tailored to each company's specific needs and ideal for small groups of up to 6 delegates.

This bespoke training is designed to help anyone develop the level of their personal performance in any and every area of their business experience, whether they are communicating one-to-one, in front of a small group, or to a full conference hall.

The benefits:

- Guarantee of significant improvement in communication, presentation and speaking skills.
- Work teams or mixed groups from across the company interact, work together and learn from each other.
- Practical guidance from a professional, working theatre director.
- Professional, constructive and individual feedback.
- Training tailored to company or team objectives.
- Developing a more 'professional' attitude and approach when communicating.

All the teachings are influenced by proven, professional theatre disciplines, principles and techniques, and areas covered include

- Understanding the 'Ideal Performing State'.
- Mastering a few technical 'tricks-of-the-trade'.
- Mastering 3 essential professional performing techniques.
- How to always 'remember your lines'.
- How to deal with 'nerves'.
- How to combat 'self-conscious behaviour'.
- How to ensure your message has 'power'.
- How to rehearse until 'you can't get it wrong'.
- Understanding the 'responsibility' of the performer to the audience.
- Understanding of the 'vital first minute'.

The **One-to-one Coaching** is completely tailored to each individual's circumstances and requirements, and confidentiality is assured.

One-to-one coaching can be used for the following:

- To troubleshoot specific aspects of personal performance.
- To complement other leadership and management development work.
- When speaking and presenting effectively becomes a critical factor in career progression.
- To prepare for specific keynote speeches or presentations.
- When needing to persuade and influence people at the highest corporate or political level.
- When one's profession requires a consistent and sustained speaking performance of the highest standard.
- To launch and sustain a professional speaking career.

The benefits:

- Develop into a 'complete' performer.
- Develop 'presence' and 'charisma'.
- Develop sustaining 'inner' confidence.
- Feel more secure under pressure.
- Increase your credibility and power of performance.

One-to-one format: An initial 3 or 4 hour session, followed by an agreed ongoing sequence of sessions to suit the individual's development objectives.

Other delivery formats include: Seminar or presentation format for larger groups with timings and content tailored to suit the people within the group.

Some Case Studies

Cornhill Insurance

Worked in 8 regional branches throughout the country delivering 'Perform at your Best' small group workshops for up to 6 delegates at a time. What was interesting about this brief was that the normal method of 'presenting' for most of the delegates was sitting around a table as opposed to standing up in front of a group. Cornhill wanted the training to reflect this process. The level of required preparation, the professional 'thought-processes, and the vocal and 'performing' techniques were all still the same, but obviously certain body-language differences needed to be addressed. Quite often there can be a loss of power and authority when someone is seated, so by giving the delegates certain physical disciplines and by getting them to understand how to maintain the required levels of concentration, this ensured they would at all times give off both conscious and subconscious signals of strength.

Sentry Farms

Large nationwide farm management company for whom Ron delivered a number of 'Personal Impact' small group workshops. As well as ensuring the delegates were equipped to 'present' effectively and consistently, Sentry also wanted him to address the delegates ability to communicate just as effectively at networking meetings or trade and farming shows where the atmosphere is less formal and more reliant on relaxed personalities. This meant that he spent more time developing 'confidence-building' techniques that could be utilised by the delegates whenever and wherever necessary. These techniques included developing certain 'preparation' disciplines, focusing on 'listening skills', and ensuring the delegates understand how to always display 'open and positive' body-language.

Alliance and Leicester

Worked in 2 regional areas delivering 'Personal Impact' small group workshops. They had recently received 'basic presentation skills' training and were looking for something that would move them to the next level. Ron focused on developing their levels of 'Presence and Charisma', and because they'd recently been working on 'presenting' it proved to be a natural progression for them to start to think more 'professionally' about the performing process. Ron wanted them to think of themselves as 'performers' instead of 'presenters'.

One-to-One - Managing Director of a large car parking organisation

The company was expanding rapidly, and the demand for the Managing Director to stand up and speak to different groups was expanding just as quickly. His problem was his total aversion to public speaking. Together, they worked on ensuring he was always fully prepared, made his speeches very 'personalised', and turned the content wherever possible into 'stories' to help with his engagement with the audience. Ron also taught him to use his nerves to his advantage, by reassuring him that nerves are an essential by-product of the performing process, as long as they don't inhibit the 'performer'. Ron helped him to write his key-note speeches over a period of eighteen months, and also 'directed' him with the delivery. He understood the benefit to his company of doing these speeches himself and Ron was delighted with the level of his discipline and application. Interestingly, he continues to dislike the 'performing', but has proved to be very competent and effective.

One-to-One - Chief Executive of a leading pharmaceutical company

This was a very experienced speaker who wanted to develop his levels of 'Presence and Charisma'. Ron's intention was to help him become more 'professional' in his attitude and approach. The key to professionalism is not thinking of oneself when performing, being self-aware, not self-conscious, and being 'in control' of every aspect of the performing process. Ron helped him focus on being in control of the main 7 performing elements. These disciplines, principles and techniques are the basic tools of the professional performer, and Ron worked with him as he would work with a professional and demanded of him the same level of precision and discipline. Because of the level of his experience he was able to respond to the disciplines, and his progress has been remarkable.

Speaking

Ron is an experienced speaker with a selection of entertaining, anecdotal and motivational speaking topics that are regularly used for conference days, business meetings and events.

Theatre

Ron's career as a Theatre Director/Playwright/Actor has spanned over 30 years. He has directed in repertory theatre, on the London Fringe, at the Edinburgh Festival, in Israel (directing in Hebrew), in Vienna (directing in English), in the Far and Middle East (directing in English), on numerous UK touring productions and Summer Seasons, and in the West End of London.

He has written twelve stage plays, and his three recent stage comedies, 'You're Only Young Twice', 'It's Never Too Late' and 'That's Love', have been published by Josef Weinbergers. His one-man play 'Hovering' was nominated for an award at the '97 Edinburgh Festival, his new children's play 'Eat A Rainbow' premiered Spring 2009, and his new one-man play 'My Dog's Got No Nose' had it's World Premiere at the Key Theatre, Peterborough in October 2009.

As an actor notable West End appearances have included the lead role in the award-winning 'Children of a Lesser God', the long-running comedy 'Run For Your Wife', 'Funny Money', and the 'Odd Couple'.

Television appearances include; 'London's Burning', 'The Bill', '2.4 Children', 'Fools Gold', 'Minder', 'Nelson's Column', 'Eastenders', and Bronco in 'Only Fools and Horses'.

Productions of his plays are currently being presented in Hungary, Israel, Belgium, Germany, Holland and Switzerland.

Contact

Ron's coaching, training and speaking assignments are managed by Jane Heaton of Jane Heaton Associates. To discuss ideas or a specific project or to book Ron, please contact Jane at T: 01386 701944 or E: jane.heaton@janeheatonassociates.com
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