



Ron Aldridge “Personal Impact” Coaching and Training

Detailed explanation of Ron’s approach

This bespoke coaching and training is designed to help you develop the level of your personal performance in any and every area of your business experience, whether you are communicating one-to-one, in front of a small group, or even 100 people or more.

Delivered as one-to-one coaching, small group workshops and as interactive seminars or presentations. Ron is also available as a key note conference speaker and motivational business speaker.

My approach, by Ron Aldridge

A huge part of my work as a Theatre Director is to ensure that the performers I work with attain appropriate levels of ‘inner-confidence’

‘Inner-confidence’ sustains.

There will always be surface vulnerability, but if the performer has confidence that they ‘know’ their thoughts, motivations, feelings, passionate purpose within the scene, passionate purpose throughout the play, responsibility to the audience and their fellow players, and of course their lines, this ‘inner-knowledge’, this ‘inner-confidence’, is what helps them achieve ‘The Ideal Performing State’.

These skills, principles and disciplines used by the professional performer to move, convince, inspire or entertain, are all transferable, and have direct and powerful applications in the worlds of business, politics, education and organisations in general.

Like professional performers, it is essential that we are confident, energetic, empathetic, inspirational, credible and authentic.

Just as I need to bring out the best in my ‘performers’, I will seek to bring out ‘the best’ in you.

It is vital to understand and to be able to ‘control’ any feelings of nervousness, insecurity and lack of confidence you have, and to ensure that these feelings do not ‘inhibit’ your performance.

If you are not ‘inhibited’, your true potential can come to the fore. I will ensure you achieve this.

By performing ‘at your best’, by focusing on your audience and not yourself, and by being ‘self-aware’ and not ‘self-conscious’, you will appear confident, at ease, and in control at all times. In this context I use the word “audience” to be anyone with whom you are communicating – one-to-one or a group of people or even a whole room or conference hall.

Some thoughts to bear in mind....

Speak your truth

We are all expert at body-language and non-verbal communication. If you are not 'authentic', if you are not telling your 'truth', it will be detected by your audience - maybe not consciously, but certainly subconsciously. If lack of authenticity is detected, the response will not be totally positive.

Understand your passionate purpose

Why are you speaking? What are you hoping to achieve? Are you there to motivate, educate, inspire, entertain – maybe a bit of each? Knowing your passionate purpose will help to determine the content of your speech, and will also help to keep your intentions 'focused'.

Externalise emotion

Now that you know your passionate purpose, it is vital you express this purpose with clarity, and let your audience know exactly how you feel. We will be left with a 'feeling' when you finish speaking, and what we feel will be determined by our experience of 'your feelings.' Even if we don't agree with you, we know where you stand. This openness is an essential part of 'true communication'.

Rehearse

Actors wouldn't dream of going on stage without rehearsing – this is where all the work is done. You cannot be over-rehearsed, but you can very easily be under-rehearsed. You need to be able to walk on stage knowing that you can't get it wrong. Imagine what that does for your levels of 'inner-confidence'.

The seven key areas of strong Personal Impact

The following are the 7 key areas to help develop a further level of professionalism; by fully understanding, being able to apply, and by combining these principles and techniques, the performer starts to develop levels of 'Impact', 'Presence', and 'Charisma'.

1. **Material/Message:** Give due consideration to the **Purpose, Content** and **Structure** of your material. This, more than any other single factor, helps to develop essential levels of 'inner-confidence'.
2. **Rehearsal:** The more you put in, the more you get out. People rehearse until they get it right, professionals rehearse until they can't get it wrong.
3. Understand **The Ideal Performing State.** The ideal when we are performing is that we are not thinking of ourselves, ensuring we are not exhibiting self-conscious behaviour. We must be self-aware, not self-conscious.
4. Understand the **'Responsibility'** of the performer. It is vital you understand the 'relationship' between performer and audience, and the 'responsibility' you have to yourself when performing.
5. Understand and be able to apply the **3 Professional Performing Techniques;** 1) Process of Explanation; 2) Process of Speaking in a Major Key; 3) Process of Externalising Emotion.
6. The **4 'means of expression'** we use when we communicate with others are; the **words** we use, the **voice** we use, **facial expression**, and **body-language.** For true communication to take place, all four of these 'means' must give off the same message. The only way to achieve this is by speaking your 'truth'.
7. **Vital First 30 Seconds.** Understand the need to create positive impact in the first 30 seconds. Understand what is happening to your audience during this initial appraisal, and understand what you need to do to immediately appear at ease, confident, and in control.

Each of the above elements possesses both an internal and an external aspect. You need both, otherwise it's like being courteous without caring.

- Internal skills are to do with heart and mind, thoughts and feelings – a total understanding of each element.
- External skills are the behaviours that reflect the inner aspect.

Presence and charisma

Presence and charisma have been described as; 'having the ability to connect authentically with the thoughts and feelings of others.'

These are not God-given gifts – certain personalities and performers are not born with these talents – **they are a set of skills, both internal and external, that you can develop and improve.**

The way you 'arrive', the way you connect, the way you speak, the way you listen, the way you act – in fact every move you make combine to create the impact you have.

Presence and charisma come from within. It begins with an inner state, which leads to a series of external behaviours. You can put on the behaviours, but by themselves they'll lack something essential.

Most of us don't want to be the centre of attention at all times, but when we join a group or enter a room, we want our arrival acknowledged. When we speak we want others to listen. When we offer an opinion we want it treated with respect. We want to be taken seriously and we want our existence to have weight and substance for others.

We all want presence and charisma because no-one wants to be ignored.

Professional actors work diligently and successfully to develop presence – their livelihood depends on their ability to excite us when they step on stage.

By fully understanding, by combining, and by applying the previous 7 professional performing elements, an understanding of the nature of Presence and Charisma becomes clearer as you explore and utilise the following:

- Being in the moment. This translates as being totally focused and concentrated on the task in hand, being alert and energised, being aware of everything around you, knowing you can't get it wrong, being self-aware not self-conscious, and being flexible enough to cope with the unexpected.
- Reaching out to your audience. The audience should never struggle to come to you. You should give out to them. This translates as having the ability to create empathetic relationships through truthful communication. Your focus is totally on your audience, not yourself.
- Openness. Having the ability to express feelings and emotions, and having a passionate purpose. Having the confidence to allow your audience to know what you're thinking and feeling at all times. Showing through your behaviour and demeanour you are not fearful when performing.
- Acceptance. Having the ability to accept yourself, your truth, and your values, and to reflect these values through your decisions and actions.

Delivery Formats

One-to-one coaching

One-to-one coaching is completely tailored to each individual's circumstances and requirements and confidentiality is assured. The format is usually an initial 3 or 4 hour session, followed by an agreed ongoing sequence of sessions. Coaching takes place at the client's premises or a location to suit the individual's requirements.

Small group workshops

The essential aim of the group training is move each individual forward so that they experience a significant shift in confidence and performance during the session.

For this reason, the optimum group size and training duration is 6 people working with Ron in a one-day workshop (for those who wish to progress further, then additional, more "advanced" workshop days can be scheduled). Each person receives tailored coaching from Ron throughout the day.

Duration	7 – 7.5 hrs
Interaction and participation	Presentation / demonstration. Discussions, questions, explanations, 'mental' exercises to understand the disciplines required, 'physical' exercises dealing with body-language and self-conscious behaviour, and 'vocal' exercises to help ensure positive vocal impact. Each person has individual practice sessions and individual coaching and feedback throughout the day.
How delegates learn from each other	Share experiences and common issues. Learn from each other's practical performances and Ron's specific coaching of others in the group.
Benefit to the individual	Takes away tips and techniques that they can put into practice straightaway and which will make a noticeable difference if applied. Through Ron's one-to-one attention, a guarantee of significant, specific, practical improvement, whatever their starting point.

Content can also be delivered in seminar or presentation format for larger groups with timings and content tailored to suit the people within the group.

In addition Ron is available as a key note conference speaker and motivational business speaker.

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

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About Ron Aldridge

Theatre director, writer, actor, business trainer and coach

Ron Aldridge is a professional theatre director, writer and actor with 30 years experience, and is also a qualified business trainer. For the past 12 years he has combined his various theatre activities with successfully helping business people to become 'complete' performers, whether they are speaking in public, presenting, or selling, at conferences, in the workplace and in the boardroom.



He works with clients as a director works with actors and uses his extensive theatre experiences to help them develop within themselves the thought-processes, mental disciplines and performing techniques of the professional performer.

Through the processes of discussion, explanation and participation, his highly-commended workshops and coaching sessions are non-threatening, non-competitive, informal and fun.

He has worked with Cornhill Insurance, Alliance and Leicester; Virgin Mobile, Euphony Communications, Coca-Cola, HSBC, and Q-Parks as well as owners of smaller companies, and independent professionals.

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

He has directed in repertory, on the London Fringe, at the Edinburgh Festival, on numerous touring productions and in the West End of London, and has directed, among others; Brian Murphy, Judy Cornwell, Victor Spinetti, Carmen Silvera, Rula Lenska, Henry McGee, Trevor Bannister, Gareth Hunt, Nicholas Ball, and Bill Pertwee.

He has written twelve stage plays and uses his writing experience to help clients with speechwriting. His three recent stage comedies, 'You're Only Young Twice', 'It's Never Too Late', and 'That's Love' are published by Josef Weinbergers. His one-man play 'Hovering' was nominated for an award at the '94 Edinburgh Festival.

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', and the 'Odd Couple' alongside Jack Klugman and Tony Randall. Others he's had the pleasure of working with in the theatre include; Eric Sykes, Les Dawson, Honor Blackman, Lionel Jeffries, Una Stubbs, Lorraine Chase, Patrick Mower and Windsor Davies.

Television appearances include; 'London's Burning', 'The Bill', '2.4 Children', 'Fools Gold' with Sean Bean, 'Minder' with George Cole, 'Nelson's Column' with John Gordon Sinclair, 'Eastenders' with Barbara Windsor, and Bronco in 'Only Fools and Horses' with David Jason and John Challis.

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

www.ron-aldridge.co.uk