

Time flies when you are having fun!

And speaking of flying, Robyn Henderson CSP, the *amazing* Robyn Henderson, has been wonderfully helpful in booking flights and accommodation for me in October so that I can visit each NSAA chapter meeting and update them on my progress. I must at this stage thank Ann Villiers for staying on top of things to do with this life-changing scholarship (and for reminding me about this report!). And of course, I'd like to thank DEEWR for making all of this possible.

I am so excited about the opportunity to visit each NSAA chapter in October, but before I get on to that, let me tell you about what I've been up to in the last few months.

So, with the PhD finally out of the way, I plunged on ahead with my meticulously organised direct mail campaign.

Which stuffed up.

Essentially, about 1500 schools received a letter from me, but the "mail merge software" screwed up all the names, dates and places on the letter, effectively rendering my eloquently crafted masterpiece into a confusing piece of semi-coherent gobbledygook. The result of this is that I was provided with a rich opportunity to learn from the experience (something about not putting a lot of marketing eggs in only one basket), and a chance to assertively request a second mail campaign with the company (which was sent three weeks too late). Additionally, the stuffed-up mail campaign provided a good angle for my follow-up cold calls (in theory, in practice cold-calling is probably not something I'd be keen to plunge into).

But... these things *do* happen and despite how frustrating this was, the process *did* position me well amongst some schools, and did result in five new school clients from brilliant schools. Their combined bookings more than covered the cost of the mail campaign, so all in all the lesson was worth it!

Which brings me to my next update - my book is back from the printers! Woot!

It is really, really cool to have a tangible product to sell or give away in my presentations and workshops... 750 in fact. Actually, staring at all the boxes of books in my office is quite motivating - they aren't doing anything just sitting there, I need to get the word out! Now, unfortunately I slightly missed the boat for this year's exam run, but I am set up perfectly to get the book into stores and well distributed before next year's exam season. Also, I'd like to thank our WA NSAA Chapter President David Koutsoukis CSP for making a bit of a positive fuss about the book at our September meeting.

In other news, I still am receiving my monthly dose of "Ah-ha!" with David Price CSP - he has really catalysed my business development, and helped to stop myself from getting in my own way. To be honest, David has gone well beyond my expectations and hopes of the value provided to me in his mentoring - he is really looking out for any opportunity to help me, and I am immensely grateful. While I have been working on a lot of high/meta/conceptual level thinking with David Price and other mentors, it is great to have someone who can also instantly put me in touch with the local service providers I need.

David Price CSP also ran the NSAA Speakers Academy here in Perth. Now, I have to admit that I committed a bit of a learners sin before partaking in Academy. At the time, I was supremely busy, and I was guilty of thinking "with all this mentoring I am getting, do I really *need* to go to Academy?"

I am now humbly reminded that there is learning to be had in every opportunity, but *especially* in the NSAA Academy! The program was amazing, the collegial camaraderie was wonderful, and the result was something I could not have achieved on my own at the time - a full step forward towards topic clarity, and an enhanced awareness of the gaps in my business plan.

The NSAA Academy has complimented my Sales Mastery Mentoring with David Penglase CSP. He has been running an immensely valuable and effective online mentoring program that has got me really thinking about what I am *really* selling, who I am selling to, and *how* I am going to sell. I have the awesome advantage of having a great group of people to hang out with - Matt Hern, Gihan Perera and Alicia Curtis. The Kerrie Nairn Scholarship has also gifted me with the audacity to approach CSP's and other awesome people whom I'd otherwise just venerate from a safe distance. The result? I've had a good coffee with Robert Plumb CSP (thanks to David Price), and I will be having a coffee with David Penglase CSP and also James Adonis when I am in Sydney in October.

Speaking of Sydney, last week I used some of the scholarship funding to fly over to meet Peter Sheahan CSP and Matt Church CSP for their "Sell your thoughts" workshop. Matt Church, again, has been awesomely inclusive of me in his programs, and I was lucky enough to be in the "hot seat" during the session. Before this session, the biggest thing that had been blocking my progress was the conceptual dichotomy between my school offering and my intended corporate-level offering. After 20 minutes exposed to the brilliant minds of Peter Sheahan and Matt Church, there is no longer any dichotomy, distraction or discord in my thought leadership. I have now attained a level of clarity in expressing my expertise - "I make clever happen."

Essentially, I help make *clever* happen by enhancing educators ability to inspire real learning, and by helping learners in their ability to perform well. I make clever *happen* in the sense that I help clever ideas and innovation actually happen, via my expertise in implementation and goal facilitation. My work helping students master exams have given me excellent grounding to help managers leverage great results from their clever talent. This positioning and topic clarity is just what I needed in order to move forward.

Speaking of clever, I have been enjoying being part of Glenn Capelli's Method Mates presentation mentoring group. I attended my first session last month, and again, the camaraderie is of such value. I'm finding that I just can't talk about my business at the same depth with anyone outside of NSAA - the camaraderie of NSAA and groups like Glenn's makes this business and industry so rewarding.

Another area I've used some of the scholarship funding for is participating in a Corporate NLP workshop with Allan Parker CSP. I had the immense privilege of a dinner with Allan Parker and David Price when Allan was last in Perth, and I think I'm in love with the man. His communication and facilitation eloquence is unparalleled, and I know that I will be able to refine my own communication to a new level as a result of this workshop.

So, as you can see it has been a very full few months. Again, it has been such a blessing to have the PhD submitted, as I can now take full advantage of the platter of opportunities the Kerrie Nairn Scholarship has enabled. Ann Villiers asked me to put together a short testimonial for the Kerrie Nairn Scholarship - the following line barely does justice to this whole experience, but it is exactly how I feel:

"The Kerrie Nairn Scholarship ranks as one of the most significant, life-changing opportunities I've ever had. It really gave me the chance to give myself a chance!"

So, the fun continues as I will soon be flying to visit each chapter. I can't wait!