

COMING UP

NOVEMBER CHAPTER AWARDS & CELEBRATION NIGHT

Monday 9 November
Join us for Music, Magic and Mirth!

6pm for 6.30pm start

Full buffet dinner!

\$90 members & partners
\$100 non-members

BOOKINGS ARE ESSENTIAL
No Door Sales

WORKSHOP WITH LEANNE CHRISTIE

How to turn your mouth into a money making machine!

Tues 10 November 2009
9.00am-400pm

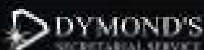
NSAA CONVENTION

16-19 April 2010
Gold Coast, Qld

Bookings are **ESSENTIAL** for all the above events

Phone 1800 090 024 or book online at

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Katy Dymond
0414 168860
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President's Message - David Koutsoukis

Hi Everyone

I hope all is well in your speaking world.

As I write this I am flying from Christchurch to Auckland, and one thing you notice in New Zealand is how green everything is. Another thing I have noticed is the wonderful patterns made up by all the fields, crops, roads and fences. There are squares, rectangles, triangles, segmented circles and just about every other shape under the sun. I couldn't help but thinking that if I could get a decent photo of the view they would make great PowerPoint slide backgrounds or metaphors for models.



After attending a recent 'Slide Zen' workshop by Glenn Capelli, everything I see is now a potential slide background or model. For those who attended Alan Parker's workshop you may remember him talking about 'acuity' – the ability to use all your senses and be aware of your surroundings. So, why don't you become more 'acuitous' (I think I just made that word up), and be more observant of your surroundings. What is going on right around you that you might you be able to use in your presentations?

Some ideas I came up with on that flight were:

1. Using a photo of four fields to illustrate a four quadrant model.
2. Using the metaphor of 'rotating the crops' when referring to each segment of the model.
3. Using animals to plot coordinates within the model instead of just dots.

I was recently having a chat to Mike Doughty who runs The Knowledge Gym in New Zealand, and in our conversations he used the phrase 'There's nothing new under the sun, it's all in the way it's spun.' And, unless you're doing ground-breaking research I tend to agree. So, how can you 'spin' your message? What is going on around you that you could morph into an interesting and engaging presentation that is uniquely you?

Now, I wouldn't have developed these ideas if I hadn't been to Glenn's workshop, which reinforces the need for continuous personal and professional development - in particular from people who know the business. As members of NSAA WA we have another great opportunity for some professional development with a special workshop with Leanne Christie from Ovation. We are very lucky to have Leanne over to WA to speak at our awards night on 'How to make it in the big time' - and as she books speakers in the 'big time' she should know.

Leanne will also be running a workshop on Tuesday 10th November where she will be showing us 'How to become more bookable'. Speakers can spend years working on a product that will get them very few bookings, so if you want to make a serious living out of speaking you cannot miss this workshop (and just quietly, Leanne is someone you should get to know).

So, we have another great month ahead with Leanne's workshop on the 10th November and our amazing final chapter meeting for the year incorporating our awards night on the 9th. We have a great line up with sensational comedian Malcolm Dix, magician and illusionist Eng Chye Chew, one of Perth's best guitarist Dom Zurzolo, and of course Leanne Christie. Don't miss it! I look forward to seeing you all there.

Speak well!

David Koutsoukis

President NSAA WA Chapter / National Vice-President

NSAA WA's Red Hot Talent!

A Chapter Meeting With Difference - Platform Mechanics & Speaker Idol!



With Carol Brands leading the evening, we got great take home value, given her expertise with the stage and stage craft. Carol demonstrated on a 'live' stage the vital aspects of platform mechanics – from how to enter, where to stand, how to move, and tips on lighting and audio. Carol's sharing of her vast experience was invaluable to both the novice and experienced presenter. As an added bonus, on hand was the expertise of Adrian who shared insights into the technical aspects of stage craft... now where do we get those great 'Madonna Mike's' we all fell in love with? Read on in this newsletter...

Although I am sure many of us could have been there all night absorbing Carol's wisdom, it was soon time to move on to the second part of the evening, our Speaker Idol. What an incredible showcase of talent!

We started with **Franca Sala-Tenna** asking if we had ever done anything courageous. She was passionate in her portrayal of what it takes to be not only courageous in life, yet also in facing difficult work issues. **John Broons** then showed the MAZE as a symbolism of how to live and work. Particularly profound was 'don't go over the lines' and 'get from start to finish!' **Erika Jacobson** then animatedly talked of the leaky taps in our homes, our workplaces and families. How it is important to take responsibility rather than waiting for someone else to fix it. **Jennifer Wilson** proved that diamonds are a girls (and guys) best friend! With her getting us to have a check up from the neck up, she showed how the diamonds of opportunity can help us to live our lives from the inside out in order to change and transform them. **Berni Cameron** then took us on a riveting journey into corporate health management systems. Was there anyone who didn't jump when she talked of the coronial system? She shared experiences that exemplified the changes in corporate health over the past three decades. **James Parker** absolutely mesmerized all with his one liners and gems of wisdom as he shared his journey into how fear can hold you back and how he overcame this personally. He painted the picture of how if we take the dis off disability, we have ability. **Mara Apgar**, talked of how she transformed an ordinary life into an extraordinary one. How we can keep with the falconry terms of being keen and sharp in life and how we can use keys to get beyond the door to a new place. Mara also was ably assisted by her gorgeous owl Leo in her presentation. **Peter Dhu**, what an incredible and seamless presentation! He demonstrated how we can all overcome our own challenges by having champions, mentors, those that have walked the path before you. Peter talked of his earlier experiences with stuttering and how he overcame this to now work professionally in coaching others in presentation skills, through the aid of Churchill, Atkinson and Willis – his champions. **Nicholas Sutton** had us all wondering what it was he had in his trousers as he led us on an entertaining discourse of the miracles, issues and etiquette of mobile telephones.

Congratulations to all of our Speaker's Idols! You certainly provided an insightful evening and great display of professional speaking. Of great benefit during the evening was listening to the wisdom of such NSAA greats as David Julian Price, Glenn Capelli, and Margot Halbert, all CSP's, who gave incredibly insightful feedback to all of the speakers. Although the initial thought of presenting to NSAA Chapter members may have been an anxiety provoking situation, the opportunity for the constructive feedback from such would have been invaluable. What talent we have in WA!



WA Chapter Update

Inspiring Success

WA member Jurek Leon was featured in a recent segment on the ABCs Stateline show which highlighted the positive aspects of customer service and focused on some local service heroes including two of Jurek's clients. Following the advice of Frank Furness at his NSAA workshop earlier this year Jurek has included this segment on YouTube along with a feature on mobile phone etiquette on public transport for Channel 7s Today Tonight program earlier this year. Here is the link: <http://www.youtube.com/user/JurekLeon>

Continuing on from this our own Gihan Perera has his own youtube TV channel url at www.gihanperera.tv....maybe you might fancy your own TV channel© Great inspiration from our WA Chapter members.

Success Resource

Following up from our enlightening Chapter meeting in October, many were fascinated to know where we could 'go shopping'! Adrian mentioned the wireless blue tooth microphones, the head sets ala Madonna style and also the lapel microphones. If you are interested in purchasing your own contact David Ashton, All Things Theatre – 0428 915 820 or this ebay store - <http://stores.ebay.com.au/MyPennyStore>

Celebrating Success New Associate Members

Heating up in October! We welcome our newest associate members Ava Lucanus and Rachel Green.

Word Magic Dislocation

In my previous article I wrote about collocation. This month's article is about the opposite – dislocation. The usual definition of this word relates to when you dislocate a bone or joint in your body and it moves out of its proper position in relation to other bones. I have taken the notion of dislocation and applied it to communication? The meaning that I have created around 'dislocation' is apparent in an article about the costly effects of employee misunderstanding:

- Research done in the UK and the US shows that companies are losing an estimated \$37 billion as a result of employee misunderstanding. At a company in California, a worker dumped waste into a drain in the street and not a sewer, which the company had a permit for. The employee thought the two terms meant the same thing and clearly hadn't understood the difference between a 'sewer' and a 'storm drain'.
- Eric Burdon sings about dislocation in The Animals song: 'I'm just a soul whose intentions are good. O Lord don't let me be misunderstood'.

So we can plead and pray that our communication is not misinterpreted, however we can also be proactive at the same time and have a close look at the language we choose to use and the words which we choose to go well together. By doing this we can avoid the financially and emotionally costly price to pay for miscommunication or what I prefer to call 'dislocation'.



Roy Michael Miller, Member

Success Strategy Perception Is Reality

Research suggests that the customer perception of your business is based on the impression formed within the first 3 seconds. For your customer, this becomes their reality and will determine whether or not they choose to do business with you again. *Do you know what your customer's reality is?* It can be immensely beneficial to see your businesses through the eyes of your customers by making a few phone calls in, or having a mystery shopper do this for you.

Customer service is entirely measured by the customers' perception and statistics show that businesses lose 68% of their customers through the perception of indifferent attitude and bad service. How many customers can you afford to lose in these sensitive economic times?

Customer service expert, Ron Zemke, says in his book, Best Practices in Customer Service, that research done some years ago suggests that it costs 6 times more to attract new customers than it does to retain existing customers and these days with customers becoming more choosy. With more businesses competing for your customers, this figure has gone up to 8 or 10 times.

What about unhappy customers? Research has also been done over the years to tell us that satisfied customers will tell 3 - 5 people and dissatisfied customers will tell 8 - 20 people. These days with the escalating popularity of the electronic media, like Facebook, My Space, Twitterps and emails, that figure can easily blow out to the hundreds, thousands and millions with the click of a mouse.

In these tough economic times, businesses that see customer service training as a marketing strategy will be the ones who prosper. Like marketing, it can be difficult to measure the impact of a single activity, but by the consistency of the activities, the owner will reap the rewards as their business ripens and flourishes. The businesses that *take action now* to ensure their customer's first impression is always positive will invariably end up being the ones that retain enough customers to survive these times.



Ava Lucanus, Associate Member

Stay Tuned For Success

What an exceptional Chapter meeting showcasing some of the great talents of some of our newest (and older) members. I am really impressed with the caliber of new members and their enthusiasm to be an active part of NSAA WA. Such can only enhance our meetings and interactions. Thank you to Carol Brands, all of our Speaker Idols, and to one of our newest members Ava Lucanus for contributing to this month's newsletter. Thanks must also go to Jurek Leon for his contribution and last but definitely not the least, to Roy Michael Miller for his ongoing contributions with the Word Magic section.

On that note, contributions are always welcome. If you have a few quiet moments over the next few months, please share your tips, ideas and inspirations for any aspect of the Speaking business... so far this year some of our highlights have been the words we use, how to bounce back, the measure of success, growing your speaking tree, tips for success, accreditation and membership defined, great websites, resources and gadgets, business understandings, how to turn speeches into sellable audio products, secret weapons of online marketing and how to look after your 'thou'... I am sure you have all found them thought provoking and infinitely useful, so why not pay it forward in 2010?

We have enjoyed a fabulous year, that isn't quite over just yet. WA has just sizzled this year and we are set for one hot finale! Music, Magic and Mirth, with Domenic Zuzolo, and NSAA's own Master Magician Eng Chye Chew and Malcolm Dix, Sensational Comedian. On board for the evening will be Leanne Christie from Ovations one of Australia's leading speaker's bureau. See the flyer on the next page. This will definitely be a night not to be missed. Bring along your partners, friends and colleagues for what will be surely an absolutely wonderful evening.

If I personally didn't have another more pressing engagement, my wedding and honeymoon, I would certainly have booked in by now. So to help with the catering, please book in early! I am sure it will be an amazing evening.

Most of all...enjoy!



Carla Frayne
Professional Member / WA Chapter
Leadership Team

WA Chapter Special Event

Chapter Awards and Celebration Night

Monday 9 November 2009
Hyatt Hotel, Adelaide Terrace Perth
6.00pm start

MUSIC, MAGIC AND MIRTH!



Featuring Perth's premier
singer guitarist
Domenic Zurzolo
And NSAA's own ...



Master magician
Eng Chye Chew



Sensational comedian
Malcolm Dix



Leanne Christie
from Ovations, one of
Australia's leading
speakers bureaus who will
be telling us
"What it takes to make it in
the big time"

The night will also feature our **Chapter Awards** which will honour excellence in speaking, rising stars and contributions made to the chapter.

All this, plus a **FULL BUFFET DINNER** and drinks will be on sale.

Please note that this is a fully catered event so special prices apply:

\$90 members and partners, **\$100** for non-members

Members are encouraged to bring their partners.

BOOKINGS ARE ESSENTIAL – NO DOOR SALES auto bookings are not active for this event.

This will be an absolutely sensational night and one not to be missed. You will laugh, learn and be amazed - and discover how to take your speaking business to the next level.

Book online now at www.nationalspeakers.com.au and go to 'Western Australia – Upcoming Events'