



WholeBeing
COMMUNICATION

Case Study Increased Leadership Impact

About WholeBeing Communication...

Everyone is ALWAYS communicating with their Whole Being because how we come across to others is always dependent on the qualities, clarity, delivery and relative impact of our thinking and messages, our intentions and the audience to whom they are directed (whether it's an audience of 2, 200 or 2000). In addition, given that our thoughts and related emotions affect our body language and voice in any given moment, and you have either a recipe for enormous positive impact and outcomes, or a potentially missed opportunity. For Optimal Leadership Impact, doesn't it make sense to ensure that each and every aspect comes across in the best possible way?

In this Case Study, Christine Nicholson shares how WholeBeing Communication Coaching helped her to achieve dramatic improvements in her communication and presentation style, helping her to be more authentic, relaxed and impactful in the process.

In the next few pages, Christine describes her experience of coaching and how she achieved her objectives, with a few surprises thrown in!

The difference that working with Mary-Louise has made is quite dramatic. I have since been in front of a camera AND stood up in front of a large audience to tell my story with much more confidence in being myself, to great feedback (someone tried to book me afterwards!). I think about speaking and presenting very differently now and have since booked over 20 speaking gigs. I highly recommend to anyone who wants to present, speak and generally "perform" with greater positive impact to spend time with Mary-Louise.



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www.wholebeingcommunication.com



Introduction

**Christine Nicholson –
Chief Fixer Author, Speaker, Consultant / Mentor**

How did you find the WholeBeing Communication coaching process?

To say I was nervous at the beginning of the first session would be an understatement! I was so tense that my shoulders were almost touching my ears! I was prepared to be uncomfortable and challenged AND I was, BUT Mary-Louise made the whole session whizz past in the blink of an eye. I quickly forgot my inhibitions and really embraced the journey. A lot of the session was spent looking at the good, the bad and the ugly of my presentation style, with most of the emphasis on identifying and developing what was already good, and helping me to enhance it further; at no time was I made to feel like there was any negative criticism or judgement involved. It was all positive with Mary-Louise showing me techniques to make it better, rather than telling me to stop doing things which were already a fundamental part of my behaviour.

Working with Mary-Louise was a real pleasure. Her gentle and clear guidance takes you on a journey that is focused on you, and what you need and want to get out of the coaching – she supports you to develop and achieve your objectives, and does not try to fit you into a defined programme that may not suit you.

What were your challenges in terms of presentation skills and impact?

Mainly confidence: I have a slight northern accent and a tendency to talk calmly though rather monotone! This means I get anxious if I see anybody losing interest (even though that might not be relating to me). It also makes me seem a lot more nervous than I am and therefore doesn't position me as the "formidable Warrior" and "Expert" that I actually am. This meant I was not appearing on stage as I do in real life!

What did you learn and what insights did you gain through coaching with Mary-Louise?

Wow I don't have enough space for all of it, BUT the highlights were how my mental focus and body language affect my presentation – and how I can use slight variations to what I was already doing to create a lot more positive impact. I learned how to be more relaxed and go "off script" whilst still sticking to the general message. I discovered I actually really know my stuff (more than I thought for presenting) and it's OK to bring my whole self, using a variety of tones, expressions and mannerisms to the stage.

Mostly I learned that what I feel, hear and see comes across on the camera quite differently from how it feels, and how to adjust my thinking so I turn up more as myself. Mary-Louise holds a mirror up to you and brings out the best parts of YOU.

What's the situation now?

I did some filming a couple of years ago – it was a miserable experience (despite an excellent camera man) and I didn't feel confident at all. I got the same camera man in after Mary-Louise's coaching and he was amazed at the transformation – he even asked where the old Christine had gone! We managed to get through much more filming than we did previously, and in a much shorter period of time - with less retakes because I felt much more relaxed.

Mary-Louise's comments:

Christine is an inspiration; she is a small powerhouse of energy, skill, creativity and focus who has built many profitable businesses of her own before establishing her current consultancy working with small and medium-sized business owners. Christine has personally grown one company to almost £5m in less than 3 years and knows how to add value to the bottom line of a business - she cuts through all the stories and barriers that are holding her clients and their businesses back. Christine really cares about her clients and can relate to their situations because she's been in exactly the same place. She works with business owners and leadership teams both face-to-face, and she is now also developing her online offer. Christine has also published one book "5-Minute Finance" and is writing her second book. Christine specifically wanted to prepare for the videos she was filming for her online programme, and we certainly did this – however what we covered is also relevant and useful in any forum where she is presenting. (She has since published these and they are fantastic, full of wonderful insights, tips and advice for how to grow your business and profitability!) It was an absolute pleasure to work with Christine and she has definitely harnessed the power of WholeBeing Communication.

P.S. Christine is AWESOME at helping small and medium-sized companies to grow, increase profitability and manage cashflow among many other things! If you would like to learn more about Christine Nicholson, The Chief Fixer and her business consultancy services, she can be reached via:

www.theprofitfixer.co.uk www.yourprofitscore.com

Contact



Christine's coach, Mary-Louise Angoujard, is an expert coach and trainer who over the past 15 years has worked with executives in leading companies from high potential's to Board Level. If you are a Learning and Development professional looking for help in supporting your executives, or a business leader who wants to achieve optimal performance in leadership impact either for yourself or your team, WholeBeing Coaching could be the answer.

Check out www.rapporta.com for more details, and if you would like to learn more about how WholeBeing Communication Coaching or Training can help you or your people to Lead, Communicate and Present with greater positive impact, please get in touch by calling Mary-Louise on 07796265623 or emailing info@rapporta.com



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