



**focalvocal**<sup>TM</sup>

Communication and Management Development Courses to enhance Business Performance



Monica Lowenberg

**Aristotle,  
'For the things  
we have to learn  
before we can do  
them, we learn  
by doing them.'**

**Hi, I am Monica Lowenberg,**

**Welcome to FocalVocal    Bienvenue    Herzlich    Willkommen!**

FocalVocal works with businesses in the private and public sector who wish to improve their communication and management skills. Businesses who

- know that a dynamic, interactive learning environment is the most successful in helping you to retain newly acquired skills and be confident to apply them
- are bored with courses where you get to sit, but don't actually get to do
- have found it to be a bonus to have trainers and actors who are native English speakers but are also bi-lingual in German and French
- like the challenge of working with professional actors to test out new skills in a fun, non-judgmental environment

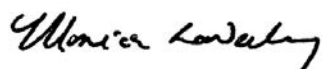
Companies can succeed or fail by virtue of their most critical asset and most precious resource - their people. Investing in developing skills and abilities of those people can give a business vital 'competitive edge'.

FocalVocal brings together experience, talent and creativity from the worlds of business, media, the arts, training and education, to tailor communication and management development courses to your precise needs, making them highly effective. Our unique creative approach works with people at every level.

And the results? Better communication, improved capabilities, stronger working relationships and greater personal and team effectiveness - your vital 'competitive edge'.  
*Now, that's entertainment!*

Get in touch with FocalVocal at [www.focalvocal.co.uk](http://www.focalvocal.co.uk) today, or call  
Tel: +44 (0) 845 055 6301 or E-mail: [monica@focalvocal.co.uk](mailto:monica@focalvocal.co.uk)

We look forward to hearing from you and tailoring a course to your needs!



Monica Lowenberg  
Founding Director of FocalVocal UK



**COMMUNICATION and MANAGEMENT DEVELOPMENT COURSES**  
conducted in English, but instantaneously translated into German and French if required. Courses to help you effectively communicate in the public arena and develop communication skills in the personal.

**Courses we offer:**

In-house, open and one-to-one

- Public Speaking from beginners to advanced
- Presentation Skills
- Media Training
- Managing Change
- Managing Conflict
- Assertiveness Skills
- Basic Counselling Skills for Managers
- Giving and Receiving Feedback
- Work/Life Balance

**Workshops for Small Groups:**

- 'Presentations: Traps and Tricks'<sup>TM</sup>
- 'Power of Thought': Positive, Productive Thinking and Goal Setting
- Introduction to NLP (Neuro-Linguistic Programming)

**Other services**

- Role-players for role-play work, assessment days and pilot days
- Forum Theatre
- Personal Effectiveness Training
- Business Coaching
- Corporate Entertainment
- Free monthly newsletter by E-mail 'VocalPoint', keeping you up to date with what we are doing and trends in training

**Delivery style of course:**

FocalVocal training follows an action learning model for adult learners enabling you to practise the skills covered in the training within a supportive environment. This approach will help you to feel more confident in implementing your newly acquired skills when you return to the workplace. The action learning model encompasses four stages:

**Stage 1:** Theory and knowledge base

**Stage 2:** Fun, interactive theatrical demonstration 'Think Tank Theatre'

**Stage 3:** Action learning - observing skills through improvisation and practising techniques yourself

**Stage 4:** Evaluation and personal goal setting



# focalvocal

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## How Do We Work?

- FocalVocal works on a one-to-one basis and with groups of up to sixteen in England and abroad.
- Courses normally have one trainer and two actors and are split into four sections: Theory, Think Tank Theatre (a form of forum theatre), Role-Play exercises and evaluation and goal setting.
- If only actors are required for role-play work, more persons can be trained than the standard 16. Pilot days, at a reduced rate prior to the training day, can be offered, particularly helpful for assessment days.
- In-house courses last normally one day, are conducted at your premises and are videoed.
- If your time is limited, Forum Theatre can be offered:- this lasts half a morning or half an afternoon and consists of two actors and a trainer. The theatre piece is scripted to meet your specific training requirements. An indefinite number of persons can attend, thirty or more is possible. Useful when working on any face-to-face (or voice-to-voice) interaction between two or more people. Courses can be complemented with one-to-one or group coaching in personal effectiveness training.
- Follow-up days can be offered upon arrangement.
- Tailor made programmes to suit your specific needs.
- Weekend and weekday courses can be offered for in-house training and the general public at Frampton Court, a beautiful stately home in Gloucestershire, a favourite with Churchill and Pevsner alike.
- Courses are conducted in English but, to aid comprehension for non-English speakers, can be instantaneously translated into German or French.
- Theatre and role-play are integral to FocalVocal's method of training.



*Frampton Court*

## **The Benefits**

The FocalVocal team consists of highly qualified and culturally aware drama and language teachers; linguists; journalists; management, communication and personal effectiveness trainers and professional actors. FocalVocal trainers and actors have all been handpicked for their extensive experience in either or both the corporate and public sectors and passion for making the learning process a highly enjoyable, creative and successful one.

Our use of theatre and role-play in our teaching and our pragmatic, practical approach to learning allows you to not only practice and develop your skills in a safe, non-judgmental environment, but allows you to better retain the information you have been given and feel confident to apply the skills you have learnt. And finally, if English is not your first language and you have trouble in understanding, we will instantaneously translate what is being taught into either German or French, as required.

### **To complement our courses we offer:**

- A free follow-up call. An opportunity for you to discuss on a one-to-one basis with your trainer your development since the course.
- A free pack to complement your course filled with exercises and ideas to help you continue to reach your full potential.
- DVDs of the course you have attended.

### **Follow-up days can be offered upon arrangement.**

#### **What is the aim of a follow-up day?**

A follow-up day is offered in order to enable participants to return to the training group and share how they have practised what they have learnt, evaluate how far they have gone in working on their personal action plan. This day will enable participants to reflect on and evaluate their own achievements, share with others what worked well and discuss areas that presented more of a challenge. The course facilitators will use this information to enable the group to engage in further practice work on communication techniques that will assist in developing skills and confidence in these areas. The day will end with further goal setting and exploring what structures can be developed in the workplace to enable participants to continue to support each other in their goals.

**Discounts** on subscription to three or more courses, pilot days and follow-up days.



## Courses in Public Speaking, Presentation Skills and Media Training

### We help you to help yourself:

- Learn how to become more confident
- Manage and develop your voice correctly
- Understand your own body language and that of others
- Relax and breathe correctly
- Become disciplined in the art of mental preparation and visualization
- Understand what thoughts you may have that are affecting your performance

### Courses:

1. Public Speaking Beginners course preparation of 1 minute speech
2. Public Speaking Intermediate course preparation of 2 minute speech
3. Public Speaking Advanced course preparation of 5 minute speech
4. Presentation skills, structuring and delivery of presentations and papers for conferences and seminars
5. How to talk to the media



## **Public Speaking Beginners Course Preparation of one minute speech**

Course duration for groups: 1 day  
Coaching on a one-to-one basis: 2hours

### **What will I learn?**

- How to develop and use your voice correctly focusing on breath control, tone, pitch, flexibility, volume, pace, diction, projection, articulation and accent reduction if necessary.
- How to become more aware of your own body language and that of others, your posture, movement, and gesture; public and personal space.
- How to become more confident when speaking, think on your feet, deal with difficult people and questions, develop rapport with your audience and humour.
- How to use inter-active techniques the use of one-liners, personal stories, audience feedback and eye contact to keep the attention of your audience.
- How to use theatrical techniques to help you feel prepared and focused, learn to relax your muscles, learn to correctly use your diaphragm for breathing, learn to incorporate visualization exercises into your mental practice and master the art of the three P's practise, practise and practise!
- If English is not your first language you will be given assistance in the delivery and pronunciation of English texts. Explanations to aid comprehension can be given in French and German whilst encouraging responses to be in English.
- How to demonstrate what you have learnt on the course in a one minute speech.

## It's how you say it

**Did you know** that people pay relatively less attention to 'what' you say (as little as 7%) and more to how you say it, the visual impact you make and your voice (as much as 93%)?

## Public Speaking Intermediate Course Preparation of two minute speech

Course duration for Groups: 1 day  
Coaching on a one-to-one basis: 2 hours

### What will I learn?

- How to develop and use your voice correctly focusing on breath control, tone, pitch, flexibility, volume, pace, diction, projection, articulation and accent reduction if necessary.
- How to become more aware of your own body language and that of others, your posture, movement, and gesture; public and personal space.
- How to become more confident when speaking, think on your feet, deal with difficult people and questions, develop rapport with your audience and humour.
- How to use inter-active techniques the use of one-liners, personal stories, audience feedback and eye contact to keep the attention of your audience.
- How to use theatrical techniques to help you feel prepared and focused, learn to relax your muscles, learn to correctly use your diaphragm for breathing, learn to incorporate visualization exercises into your mental practice and master the art of the three P's practise, practise and practise!
- If English is not your first language you will be given assistance in the delivery and pronunciation of English texts. Explanations to aid comprehension can be given in French and German whilst encouraging responses to be in English.
- How to demonstrate what you have learnt on the course in a two minute speech.



## **Body Language**

**Did you know** that our non-verbal language communicates about 50% of what we really mean (voice tonality contributes 38%) while words themselves contribute a mere 7%?

## **Public Speaking Advanced Course Preparation of five minute speech**

Course duration for Groups: 1 day  
Coaching on a one-to-one basis: 2 hours

### **What will I learn?**

- How to develop and use your voice correctly focusing on breath control, tone, pitch, flexibility, volume, pace, diction, projection, articulation and accent reduction if necessary.
- How to become more aware of your own body language and that of others, your posture, movement, and gesture; public and personal space.
- How to become more confident when speaking, think on your feet, deal with difficult people and questions, develop rapport with your audience and humour.
- How to use inter-active techniques the use of one-liners, personal stories, audience feedback and eye contact to keep the attention of your audience.
- How to use theatrical techniques to help you feel prepared and focused, learn to relax your muscles, learn to correctly use your diaphragm for breathing, learn to incorporate visualization exercises into your mental practice and master the art of the three P's practise, practise and practise!
- If English is not your first language you will be given assistance in the delivery and pronunciation of English texts. Explanations to aid comprehension can be given in French and German whilst encouraging responses to be in English.
- How to demonstrate what you have learnt on the course in a five minute speech.

## Visual Aids versus Words

**Did you know** *people only remember around 25% of what they hear, 50% of what they see and hear, 75% of what they see, hear and say, and 100% of what they see, hear, say and do? Talks only hit 25% of recollection using visuals can increase recollection to 75%.*

## Presentation Skills, structuring and delivery of presentations and papers for conferences and seminars

Course duration for Groups: 1 day  
Coaching on a one-to-one basis: 2 hours

### What will I learn?

- How to structure your presentation, paper and or talk. Learn the value of a concise and clear introduction and closing; the power of repetition; the use of mnemonics to aid memory; how to link key points into a strong narrative to reduce dependency on notes; the power of the picture linking content with visuals for maximum recall, keeping to time and the rule of 7.
- How to develop and use your voice correctly, develop awareness of your own body language and that of others.
- How to become more confident when speaking, think on your feet, deal with difficult people and questions, develop rapport with your audience and humour.
- How to use inter-active techniques the use of one-liners, personal stories, audience feedback, eye contact and questions: rhetorical, group or targeted to maintain audience interest and comprehension.
- How to use theatrical techniques to help you feel prepared and focused, develop skills in relaxation, breathing and visualization techniques.
- If English is not your first language you will be given assistance in the delivery and pronunciation of your talk written in English and be given assistance in editing it if required. Explanations to aid comprehension can be given in French and German whilst encouraging responses to be in English.

## How to Talk to the Media

Course duration for Groups: 1 day

Coaching on a one-to-one basis: 2 hours

### What will I learn?

- A brief overview of the British media and what to expect.
- How to break down your story into key points that get across.
- How to speak in the language of the people, use language that is terminology and jargon free yet builds authority and credibility.
- How to handle the interview, address questions, express your message clearly, illustrate your story and what not to wear.
- How to manage hostility, uncover hidden assumptions, identify appropriate levels of disclosure, and read between the lines.
- How to develop and use your voice correctly, develop awareness of your own body language and that of others.

## Courses in Communication and Management Skills

### We help you to help yourself:

- Learn how to become more assertive
- Manage your team with confidence and skill
- Manage change effectively and expediently
- Understand your own strengths, weaknesses and thoughts that are empowering or dis-empowering you
- Set realistic goals for future progress
- Develop a healthy work/life balance

### Courses:

1. Communicating with Confidence - Utilizing Assertiveness Skills in the Workplace.
2. Managing Conflict with Confidence.
3. Giving and Receiving Feedback.
4. Basic Counselling Skills for Managers.
5. Enabling Individuals to Manage Change.
6. Work/Life Balance-Using your personal power and energy to get the most out of your professional and personal life.



## Communicating with Confidence - Utilizing Assertiveness Skills in the Workplace

Course duration: 1 or 2 days with an optional 1-day follow-up

### What will I learn?

- How to understand and recognize four basic communication styles.
- How to understand and recognize what assertive and non-assertive communication is.
- How to develop skills in self-reflection, recognize where you are in relation to assertive thoughts and communication - recognize what you already do well and areas you can develop.
- How to develop an awareness and understanding of the principles and values that underpin assertive thoughts and communication.
- A toolkit of practical assertive communication techniques, including: broken record, fogging, scripting, specificity, paraphrasing, summarizing and the solution-focused approach.
- How to incorporate assertive thoughts into everyday practice - exploring the 'self-talk' cycle, using positive affirmations, visualization techniques and recognizing your own personal power.
- How to select approaches from your tool-kit to deal with some common situations in the workplace.
- How to personal brand- how to create an assertive image and develop assertive language.
- How to network - how to build up a network of positive people who can support you.
- How to develop you own personal action plan - goals to enable you to progress following your training.

### What problems can this training help me solve?

- Feel more effective and confident when you communicate.
- Feel more in control of your work.
- Be able to work more effectively in a team.
- Be able to express your ideas more clearly.
- Be more productive with the time you have.
- Feel more creative and energized.
- Feel less 'stuck' when faced with challenges in the workplace.
- Become more self-aware and utilize your strengths to their maximum.
- Reduce experiences at work that prevent you from doing your job effectively.
- Feel more confident to take on new tasks and apply for promotion.



## Managing Conflict with Confidence

Course duration: 1 day

### What will I learn?

- How to identify what is meant by conflict and what constitutes healthy and unhealthy conflict in the workplace.
- How to explore common situations that can contribute to conflict emerging in the workplace.
- How to understand how unhealthy conflict emerges in the workplace within attitudes and behaviours.
- How to explore your own feelings and attitudes towards conflict and your current approaches to responding to conflict.
- How to use this information in order to manage conflict - developing systems to monitor levels of healthy and unhealthy conflict.
- How to use assertive communication skills to manage conflict - solution focused intervention skills.
- How to develop an organizational 'best practice' model to reduce and respond positively to conflict.
- How to develop personal goals and an action plan to implement conflict management skills in the workplace.

### What problems can this training help me solve?

- Allow for greater awareness of conflict in the workplace and how this impacts on individual and team performance.
- Improve planning in order to avoid situations that may contribute towards conflict.
- Develop an organizational attitude that openly acknowledges the existence of conflict and channels for resolutions.
- Open to everyone to utilize in order to benefit the individual, team and the organization.
- Enable individuals to develop the practical skills and confidence they need to resolve conflict effectively.
- Reduce the negative impact that unhealthy conflict has on individual and team productivity.
- Enable individuals to feel that they have the power to change an unhelpful situation around.

Diane Frolov  
and Andrew Schneider,  
'It's just human.  
We all have the jungle  
inside of us. We all have  
wants and needs and  
desires, strange as they  
may seem. If you stop to  
think about it, we're all  
pretty creative, cooking  
up all these fantasies.  
It's like a kind of poetry

## Giving and Receiving Feedback

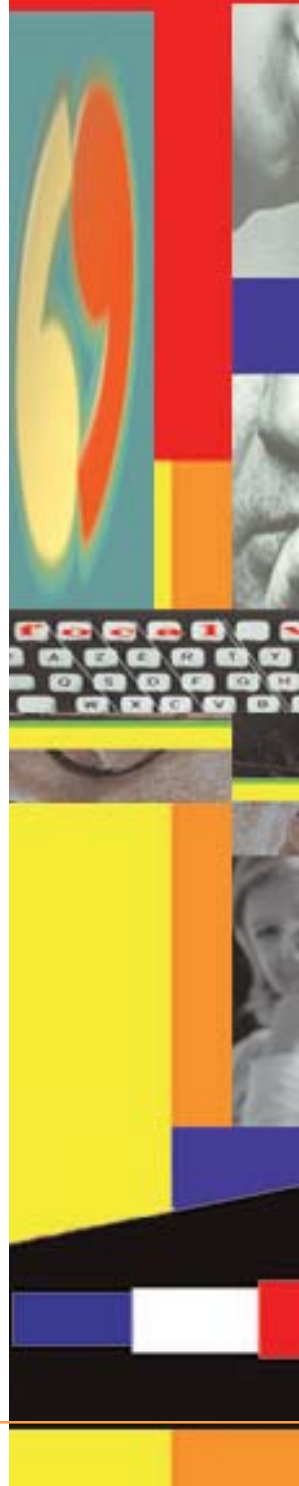
Course duration: 1 day

### What will I learn?

- An awareness and understanding of the action learning model and the role that feedback plays towards helping adults to learn 'on the job'.
- Identify what the required relevant communication skills are in order to be able to practice effective feedback.
- Communication skills to develop your ability to implement effective feedback that will focus on two key areas - giving and receiving constructive criticism and giving and receiving praise.
- How to develop a model of 'best practice' for incorporating feedback in the workplace - creating the right environment, incorporating feedback into daily/weekly practice and utilizing feedback in team, individual supervision and staff appraisals.
- How feedback can help you identify strengths in your team and how to utilize this knowledge effectively.
- The One Minute Management Technique - utilizing praise on a daily basis in the workplace.
- How to set goals and develop a personal action plan.

### What problems can this training help me solve?

- Increase understanding on what helps adults to learn and how feedback fits into this model.
- Be able to analyze the strengths within your team and how to utilize them to their maximum.
- How to improve individual and team motivation at work.
- Increase individual levels of self-confidence to perform tasks.
- Be able to analyze how to match tasks with individual skills improving individual and team performance.
- Value the importance of praise and constructive criticism and feel comfortable to practise this.
- Have clear goals and direction.



## Basic Counselling Skills for Managers

Course Duration: 1 day

### What will I learn?

- The basic counselling skills of attending and listening, empathic responding, prompting and probing, challenging and summarizing.
- The relevance of these skills in establishing and maintaining rapport.
- The importance of appropriate body language.
- The power and usefulness of these skills as communication tools in a variety of work situations.
- The potential use of these skills in selection, appraisal, grievance, disciplinary and client-contact interviews.
- The essential use of these skills in target setting, coaching, counselling and mentoring team members.

### What problems can this training help me solve?

- Bring a structured approach to all one-to-one meetings.
- Unify your understanding of essential communication tools.
- Refine your leadership skills.
- Enhance the application of your technical competence.
- Enhance your client contact skills.



## Enabling individuals to manage change

Course duration: 1 or 2 days with an optional 1-day follow-up

### What will I learn?

- Why knowing how to manage change has become a key issue in the 21st century.
- How to explore personal comfort zones - feelings, beliefs, attitudes and behaviours towards change.
- How to identify personal barriers to change.
- The Change Curve - understand the psychological experience of change and how to create your own sense of stability.
- How to analyze the benefits that change can bring you - know what you can change and what you can't.
- Make change work for you - a step by step process that enables you to take control of change and make it work for you.
- How to apply the 'Making Change Work For You' model using common scenarios of work life change.

How to create your own Change Diary - set a personal goal for change and map out

- the psychological and practical steps you need to take, to achieve your goal.

### What problems can this training help me solve?

- Enable individuals to develop the confidence to respond positively to change.
- Enable individuals to develop an understanding of the psychological effects of change.
- Enable individuals to develop the tools to make change work for them and to take control of the change process.
- Create a more positive response to changes that take place in the workplace.
- Enable individuals to feel more emotionally resilient to change and to use this as an opportunity for personal development.



**Work/Life Balance** - Using your personal power and energy to get the most out of your professional and personal life

Course duration: 1 day with an optional 1-day follow-up

### **What will I learn on this course?**

- The Work Revolution - how changes in the way we work have affected our lives.
- What our external and internal messages about our professional and personal lives are?
- What does work/life balance mean and what does it look like?
- What are the barriers to achieving a better work/life balance?
- Does busy at work mean more productive? Analysis of the tasks you do and how these contribute/prevent you from moving towards your work objectives
- How to carry out an analysis of your professional/personal life balance - what do you feel and think about this? What would you like to change?
- What can be done to achieve a better work/life balance? Explore a step by step strategy for organizational and personal change.
- Don't be the last dinosaur - Be an organizational role model in leading the way for change.
- How could your individual work/life balance plan be of benefit to your organization?
- How to present this idea to your manager.
- How to live a whole life every day - your personal goals and action plan.

### **1-day follow-up**

This day will be spent reviewing organizational and individual goals and action plans. This will provide the chance for further analysis, reflection, lateral problem-solving and further goal setting.

### **What problems can this training help me solve?**

There is emerging evidence from research to show that individuals who achieve a better work/life balance are more happy and productive in the workplace. This issue for organizations and individuals alike is likely to increase over the next decade. Therefore, spending valuable time now to analyze organizational and individual attitudes towards work/life balance, is an investment for the future stability of your organization. Perhaps this would give you the edge in terms of recruiting and retaining staff? You may have a more productive and creative work force and you may be able to drastically reduce absenteeism. These are all current issues that are outcomes of poor work/life balance. This course can give you the opportunity as an organization, as a group of managers, or individuals to think differently about work/life balance and become aware of how improvements in this area could be of real and lasting benefit to your organization.



## One Day Workshops for Small Groups:

1. 'Presentations: Traps and Tricks™': how to avoid the traps and improve the delivery of live presentations

with Geoff Cotton

2. 'The Power of Thought': Positive, Productive Thinking and Goal Setting

with Monika Key

3. Introduction to NLP (Neuro-Linguistic Programming) for Managers

with Chris Robinson



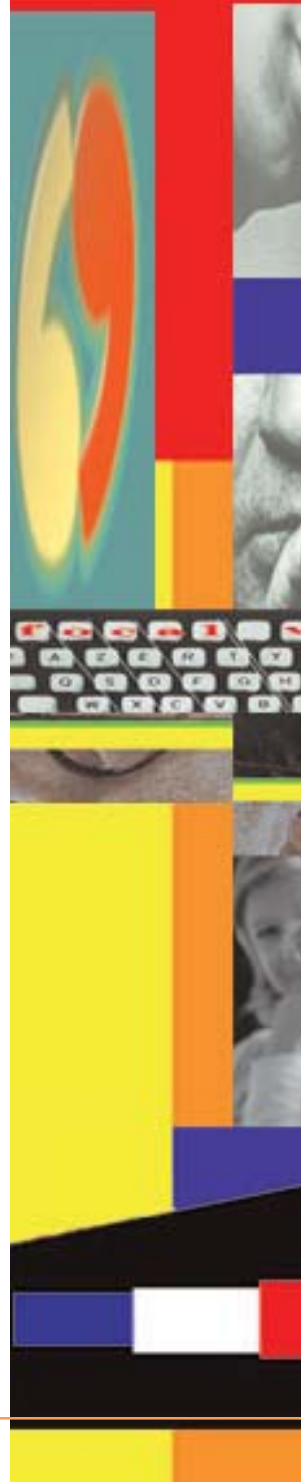
**Chris Robinson**



**Monika Key**



**Geoff Cotton**



**`Presentations: Traps and Tricks™':** how to avoid the traps and improve the delivery of live presentations

Workshop duration: 1 day

Delegate numbers: 1-4

Each delegate receives two DVDs of their presentations during the day; each presentation lasting 10-20 minutes.

Geoff Cotton is a presenter, speaker and scriptwriter with extensive experience of conferences, live events and corporate videos. Since 1987 he has anchored and presented a wide variety of corporate events, working in the UK, Europe and North America.

Drawing on his experience, Geoff Cotton has developed a 1 day workshop, `Presentations: Traps and Tricks™', which he gives regularly to companies and organizations. Using a DVD camcorder, this course identifies the traps which we fall into when making presentations; it also reveals tricks of the trade to avoid the traps and generally improve the delivery of the presentation. The course includes a talk from Geoff Cotton, including a Q&A session, and individual coaching for each delegate with a review of their performance on DVD. As a former marketing manager and journalist, Geoff is able to `polish' the scripts of the speakers he is coaching. Geoff speaks fluent French and good German and is accustomed to coaching speakers whose first language is not English.

### **What will I learn?**

Some of the most common traps covered in the course include:

- Preparation
- Nerves
- The `er, erm and ah' trap
- Speaking too fast
- Not holding the audience's attention
- Where to look
- Busy hands
- Body language
- Boring voices
- Flipchart/OHP/PowerPoint traps
- Difficult questions

### **What problems can this training help me solve?**

- Feel more confident when giving presentations.
- Be able to structure presentations and present ideas in a clear, concise manner.
- Be able to develop rapport with an audience and keep their attention.
- Be able to handle difficult questions effectively.
- Become more aware of timing, vocal delivery and body language.

## **The Power of Thought**

### **Positive, Productive Thinking and Goal Setting**

Workshop duration: 1 day with an optional 1-day follow-up

Delegate numbers: 1-8

#### **What will I learn?**

- How beliefs and thoughts are developed and become habits.
- How thought patterns affect you, and determine your self-image, expectations, ability to problem solve, goals and actions.
- How you can challenge negative thought patterns by replacing them with positive, productive alternatives to support you and your goals.
- How to identify your values so that your goals support them.
- The process of goal setting to help you choose positive, constructive actions to improve your effectiveness.
- How to create an effective, personal goal plan in order to experience success and fulfilment in all areas of your life.
- The benefits of effective goal setting.

#### **What problems can this training help me solve?**

- You will take responsibility for your thoughts and actions.
- You will stop blaming others for what isn't working in your life.
- You will challenge the fear of failure and learn to stretch yourself.
- You will have some 'tools' to help you deal with recurring, negative thoughts.
- You will feel empowered to improve your life.
- You will be proactive rather than reactive.



Arthur Freeman,  
'When you change your  
patterns of thinking, you  
change the way  
you feel about yourself,  
about others, and  
about the world.  
And changing the way  
you feel enables you  
to deal more  
productively with your  
problems and burdens  
and to take actions  
necessary to improve  
your life.'

## **An Introduction to NLP for Managers**

Workshop duration: 1 day with optional days if required

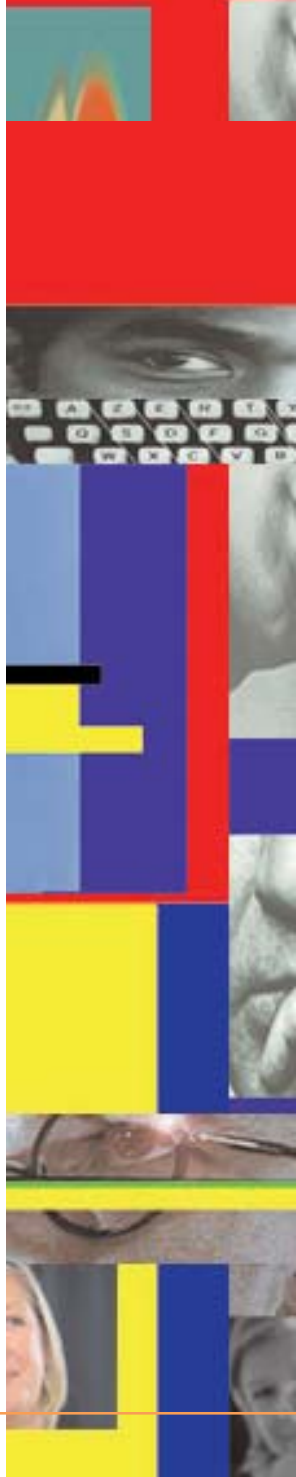
Delegate numbers: 1-8

### **What will I learn?**

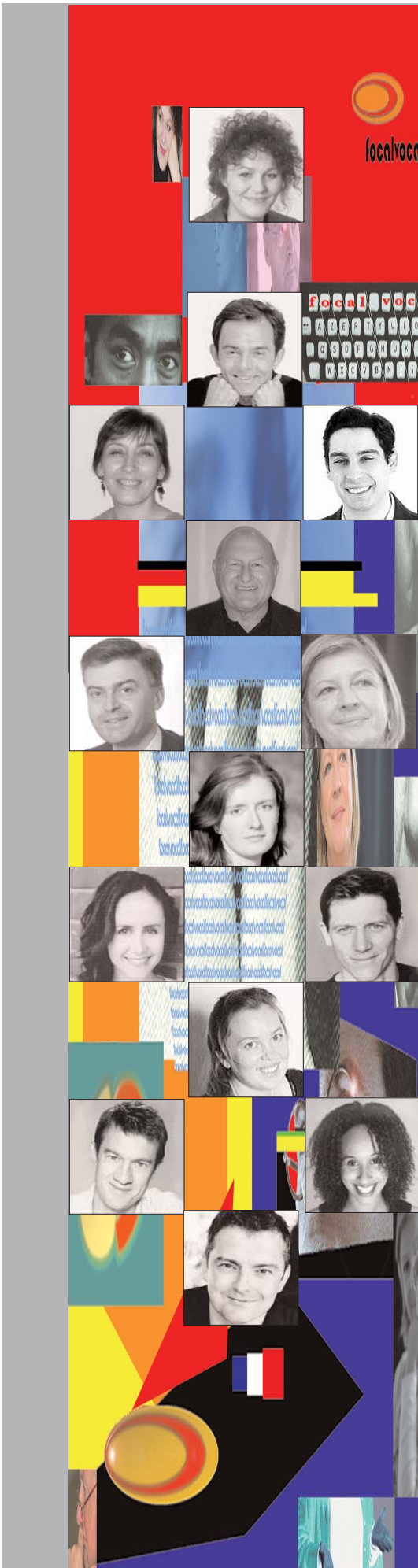
- How to anchor resourceful states to be the best you can be.
- How to create rapport, the basis of all effective communication.
- The nature of logical levels and their importance.
- How to use logical levels to understand and influence others.
- How to expand your ability to see other points of view.
- How to use a refined model of clarifying outcomes.

### **What problems can this training help me solve?**

- Increase your personal confidence.
- Improve your all round performance.
- Set clearer goals for yourself and others.
- Enhance your ability to influence others.
- Clarify your priorities.







## The FocalVocal Team

**Monica Lowenberg** 26  
 Trainer in Public Speaking,  
 Presentation  
 Skills and Media Training

**Geoff Cotton** 27  
 Presentation Coach, Presenter and  
 Actor

**Gareth Rubin** 28  
 Trainer in Media Training and Actor

**Helen McNeil** 29  
 Trainer in Communication and  
 Assertiveness Skills

**Chris Robinson** 30  
 Trainer in Management Development

**Kirk Halinson** 31  
 Business Coach

**Monika Key** 32  
 Trainer in Personal Effectiveness  
 Training

**Karen Bartholomew** 33  
 Scriptwriter and Actor

**Katy Bartrop** 34  
 Actor

**Philip Bulcock** 35  
 Actor

**Verity Bell** 36  
 Actor

**Alex Dower** 37  
 Actor

**Lizzy Hughes** 38  
 Actor

**Neil Sheffield** 39  
 Actor



 **Monica Lowenberg founder of FocalVocal UK**

Trainer in Public Speaking, Presenting and Media

*Training and Education*

Monica initially trained as an actress and singer at The Academy of Live and Recorded Arts, London, studying acting under Sam Kogan (former student of Maria Knebel Moscow Arts Theatre), voice under Philippa Davies and Sean Cotter (RTE). She later read Modern Foreign Languages at Sunderland University (BA Hons, graduating with a First), studied for an MA in Modern German Studies at Sussex University (recipient of the Schild Scholarship) and is currently completing a DPhil. She is a qualified and experienced teacher of German, French and Theatre Studies, with over thirteen years experience and is published in linguistics, comparative education and exile studies. She is registered with the General Teaching Council for England and the Actors' Union Equity.

*Career*

Monica has worked as an actress/singer/presenter in cabaret, theatre, radio and voice-overs in England and abroad. She has worked as a freelance interpreter for the Royal Opera House London, as a radio journalist for local radio, as a teacher of English as a Second Language for Berlitz, Paris and as a secondary school teacher. Her DPhil work at Sussex University has enabled her to lecture and give talks at a number of establishments in England and Germany, including Sussex University, Technische Universitaet Berlin, University of London, The Wiener Library (London), the Lessing Museum (Kamenz, Germany) and the House of Commons. Monica has chaired discussions, been invited to speak at numerous workshops relating to her academic work, and for a number of years has run for the general public workshops on public speaking.





 **Geoff Cotton**

Actor/Presenter/Presentation Coach

*Training and Education*

An actor/presenter/presentation coach and versatile linguist, Geoff speaks fluent French and excellent German. He graduated from Christ's College, Cambridge with a BA Honors Degree in Modern Languages, which included one year spent in Paris as an Assistant d'Anglais in a Parisian Lycée. After several years in international marketing, he trained as an actor at The Actors' Studio in Montreal and then returned to London to pursue his career.

*Career*

Prior to training as an actor, Geoff spent several years in international marketing, working for the entertainment company Juliana's Sound Services and BASF Audio/Video Tapes UK, where he was Marketing/Sales Promotion Manager.

As an actor, he has appeared on television in *Spooks* - playing a French scientist - and in *Dream Team*, where he played an unscrupulous football agent. He has also appeared fleetingly in feature films such as *Three Men And A Little Lady* and *King Ralph*. He recently hosted a UK roadshow on the international arms trade for Amnesty International, playing a shopping channel presenter, which generated extensive television coverage around the UK.

Geoff's business experience and acting ability have combined to make him an exceptional corporate role-player. Over the last 12 years he has worked as a role-player for a wide range of companies including the Foreign and Commonwealth Office, Freshfields, Atos/KPMG, The Nuclear Decommissioning Authority, The Treasury, Liverpool Victoria, British American Tobacco and Toyota. He has often been asked to 'pilot' role-play scenarios and contribute to their improvement. He has written articles on corporate role-play for *The Independent* and *Marketing Services* magazine.

His business experience and multi-lingual facility have enabled him to work extensively as a presenter in the corporate sector throughout the world. He has hosted international conferences for multi-national companies in Cannes, San Antonio, Paris, London and Slough. As a presenter, he has worked for UEFA on four Champions League Finals in Vienna, Rome, Munich and Paris. In the UK he has hosted live events for a wide range of companies including Unilever, The London Stock Exchange, Orange, Tivoli Systems, Blackberry and Securicor.

As a presentation coach, Geoff gives talks and workshops on presentation skills, entitled 'Presentations: Traps and Tricks™'. The talks last for 90 minutes and include a Q&A session.

The 1-day workshops are for 1-4 delegates and include DVDs of the participants' presentations. He has recently given these talks/workshops for Goodman Jones, Boston Scientific, Sutton Head Teachers and The London Chamber of Commerce.





## **Gareth Rubin**

Media Trainer and Actor

### *Training and Education*

Gareth holds MAs in English literature from St Andrew's University, and in drama from Essex University (with a dissertation on the use of the word 'The' In *Waiting for Godot*); and a post-grad certificate in journalism from the National Council for Training Journalists (NCTJ). He trained as an actor at East 15 acting school.

### *Career*

Prior to his acting training, Gareth spent five years as a journalist, a field he still works in. He has reported live from the scene of the London bombings, interviewed Tony Blair and been entirely unsuccessfully sued by Mohamed al Fayed. He now works in news for *The Observer* and writes about architecture for *The Guardian* and large-scale mergers and acquisitions for *Financier Worldwide*. He also trains journalists on an NCTJ course. His stage appearances include *Death and Devil* at the King's Head, *Julius Caesar* at the Byre Theatre and an outdoor tour of *The Tempest*. He recently played the title role in a tour of *Dracula* and was seen on BBC2 as legendary Hungarian goal-keeper Gyula Grosics, part of the first team ever to beat England at Wembley. Gareth has worked as a role player on the senior management-training course for one of the Big Four accountancy firms; he has also trained people from the worlds of business and acting in press and media skills.





**Helen McNeill**

Trainer in Communication and Assertiveness Skills

*Training and Education*

After working for ten years in administration and retail, Helen returned to full-time education as a mature student and trained as a Social Worker at the University of Lincoln, based in Hull, obtaining a Diploma in Social Work and a Diploma in Higher Education. In order to further her career, Helen completed a Certificate in Management at the University of Northumbria in Newcastle and passed with distinction. During her twelve year career in social work, Helen has undertaken numerous training courses focusing on the development of communication skills and counselling. Helen is a member of the General Social Care Council.

*Career*

Throughout the last twelve years, Helen has worked in the social care field, primarily as a Social Work practitioner, which has involved working with children, young people and adults. Helen has spent five years working as a policy advisor on the strategic development and delivery of services, which involved working with senior managers and elected members. During this period of her career, Helen co-ordinated the development of a number of projects to establish innovative services. Helen has extensive experience of working in multi-professional teams, line-managing and supervising staff. Helen has maintained her work as a freelance trainer and facilitator in both the public and voluntary sector and has devised and delivered numerous training courses and workshops in communication skills and assertiveness training for staff working at many different levels within organizations. Helen currently works within the field of children and families as a Social Work practitioner.





## **Chris Robinson**

Trainer in Management Development

### *Career*

After some years in accountancy, Chris started a new career as a training advisor with The Industrial Society, specializing in leadership and management training in a white-collar environment. First as an advisor, later as Head of the Commercial Department, he provided in-house training for numerous companies and firms in insurance, banking, accountancy and building societies.

Subsequently, he joined TSB South-East as Head of Training. He set up and staffed a Management Training Centre leading five full time trainers in a comprehensive development programme over four years. Later he chaired an assessment centre.

When TSB reorganized nationally, he was head hunted by a top - ten accountancy firm where he was responsible for designing and implementing their management development programme. He did this for another four years until he set up his own training consultancy.

He has run his own business since 1987 continuing in his niche market of Chartered Accountants. Increasingly he has specialized in a range of personal development initiatives for managers using his specialized experience in counselling, leadership skills and NLP, of which he is a zestful Master Practitioner. He is delighted to be joining the FocalVocal team.





 **Kirk Halinson**

Business Coach

*Training and Education*

Prior to training as a Life Coach Kirk trained in 1980 as an accountant and graduated in 1986 as a fellow member of the Chartered Association of Certified Accountants.

In the past few years Kirk has gained several coaching qualifications with both the European Coaching Foundation (ECF) and Rivas Palmer Foundation (former Newcastle College), one of the UK's leading Life Coaching and Corporate Coaching training providers.

*Career*

During the past 25 years Kirk has held senior roles as an accountant. He has worked in a variety of industries such as Construction, Manufacturing, Motor, Telecommunications and Software in both small and large scale companies such as Renault and Equant NV Global Telecommunications (France Telecom group).

Alongside his accountancy work Kirk has developed a strong interest in Personal Development, enjoying the combination of working with numbers and people, aware that as a business coach his extensive experience of the corporate sector really does make a difference.





 **Monika Key**

Trainer in Personal Effectiveness

*Training and Education*

A graduate with a BA Hons in French, German and Spanish from Bristol University, Monika completed a Graduate Diploma in Business Studies at City of London Polytechnic and with distinction a Further Education Teacher's Certificate at Central London Polytechnic.

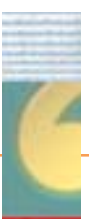
With a passion for helping others improve the quality of their lives, Monika later trained to become a Life Coach, training with 'Coaching by Design', as well as qualifying with distinction from the Life Coaching Academy, Europe's largest coaching organization. She is a member of the Association for Coaching, the UK's leading body for coaching.

Monika has attended and continues to attend many workshops and talks on personal development, NLP, EFT (Emotional Freedom Technique), self-esteem, relationships and spirituality.

*Career*

Monika has a professional background in education and advertising/marketing, having worked for 13 years in advertising agencies as well as for Granada Television as a Marketing Researcher and Client Group Head. For the past 14 years Monika has lectured in German at Kingston University.

As an accredited coach Monika works with corporate and private clients. Monika specializes in coaching professionals to improve their self-confidence, communication skills, positive/creative thinking, work/life balance and life change management. Monika is a founder member and Secretary of Q-dos networking forum for coaches and a mentor for London Central Alliance. She runs regular workshops on Life Coaching at a local adult education centre as well as giving talks on Coaching and Positive Thinking.





 **Karen Bartholomew**

Actor and Scriptwriter

*Training and Education*

Karen studied drama at Middlesex and Sacramento University, California. She also began writing sketches and the occasional draft of stand up comedy for University productions. After graduating Karen launched into educational theatre work, fringe and regional productions, gained Equity membership and favourable notices for her written work.

*Career*

Comedy character work is a favourite of Karen's. Her one-woman show *Kiss My Honeymoon Lips* was featured on Edinburgh Nights, Channel 4 and Radio Scotland and picked up some excellent reviews. Karen enjoys writing and acting in equal measures and has produced fringe shows in London alongside writing showcases and pilot material.

Karen has been working as a freelance actress and writer for five years and invariably is cast in comic roles, most notably as the Nurse in *Romeo & Juliet* (National Tour), Beatrice in *Much Ado About Nothing* (South East Tour) and Helen in *Inappropriate Behaviour* at the Trinity Arts Theatre. Prior to this she worked at the BBC as a Comedy Researcher and in the interim periods worked as PA for a marketing agency. The transfer from office to stage has actually proved an invaluable experience for much of her role-play work. Karen has worked for clients from both the public and private sector and is highly experienced in producing role-plays, forum theatre and assessment work for training purposes.

Given the writing and acting niche, Karen has flirted with stand up comedy, although prefers producing fully-scripted comedy shows. Besides her own ventures, she works regularly on the murder mystery circuit as well as corporate filming and fringe productions in London.





 **Katy Bartrop**

Actor

*Training and Education*

A gifted linguist and actor Katy speaks French and German. She initially graduated from Nottingham University with a BA Honors Degree in French before training for three years as an actor and director at The Academy of the Science of Acting & Directing, London.

*Career*

Prior to going to drama school, Katy worked as a PA for an English barrister in Paris for 18 months, very often mistaken for being French due to her impeccable accent. She has appeared as an actress on stage and screen, most recently as the Narrator and Weasel in *The Wind in the Willows* at the Bloomsbury Theatre and on National Tour, as Estella in *Great Expectations* at The Shaw Theatre, Natasha in Chekhov's *Three Sisters* at the Moscow Arts Theatre, Boudicca's daughter in a pilot for the feature film *Boudicca*, in three episodes of the TV series *Perfect Man* and in several TV commercials and music videos. Her directing credits include the sell-out 25th Anniversary run of the political satire show *NewsRevue* (Canal Café Theatre), Alan Ayckbourn's *Things we do for Love*, Chekhov's *A Daughter of Albion* (Edinburgh Festival), *Othello* (Shaw Theatre) and *Everyone Loves Me* for Chain Reaction Theatre in Dubai and Abu Dhabi. Katy, former Head of Acting at The Academy of the Science of Acting & Directing London, is currently a Drama Coach at Stagecoach drama schools in Kensington and Fulham, a teacher of acting and directing at ASAD and on the school's education committee.





 **Philip Bulcock**

Actor

*Training and Education*

Awarded at the tender age of 17 the Ivy Owen Award for Drama from Poole Arts Centre/ The Lighthouse, Philip subsequently trained and gained performance skills with The National Youth Theatre of Great Britain, Mountview Theatre School and The Academy of the Science of Acting and Directing London where he also studied directing.

*Career*

Since graduating Philip has worked as a director, actor and singer in Berlin, where he learnt to speak German, Moscow and London's West End. In 2002 Philip co- founded the production company Sweet Entertainments Ltd. and as one of its directors went on to form the fourth largest theatre venue at the Edinburgh Festival. Whilst at Sweet he produced and directed promotional and music videos for Sony, Atari and Midway and acted as executive producer of one of the UK's first Internet TV channels - Sweet TV. Philip teaches acting at the Academy of Science and Acting and Directing London and film-making workshops to secondary school children.

Philip brings over 20 years experience in the Entertainment industry to his role with FocalVocal, his theatre and film credits include:

Resident Director and Captain Sturm in *Shakespeare and Rock n' Roll*

Musical Theater Berlin, Germany;

Director *American Buffalo* The Finsbury Park Studio, London;

Billy Maslin *The Fireboy* Tetra films and Channel 4;

Vershinin *Three Sisters* Moscow Arts Theatre, Russia;

Kenickie and understudy Danny *Grease* Cambridge Theatre, London West End ;

Curley *Of Mice and Men* Savoy Theatre, London West End;

Edward IV *The Wax King* Man in the Moon Theatre, London;

Ilya Kochkaryov *The Marriage* Shaw Theatre, London;

William Reach *Down the Road* Tabard Theatre, London;

Lead Jordanaire *Elvis the Musical* No1 Tour E+B Productions;

Tuppence *Babes in the Wood* Colchester Mercury Theatre;

Bobby *The Rink* Leicester Haymarket Theatre;

Joe Bonaparte *Golden Boy* West Yorkshire Playhouse and UK Tour





 **Verity Bell**

Actor

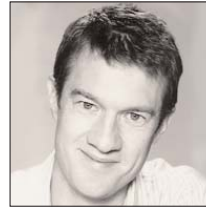
*Training and Education*

After successfully studying Communication and Business Studies, Verity attended The Academy of The Science of Acting and Directing. She is a certified Yoga teacher by the International Sivananda Organization and British School of Yoga and has studied many different breathing, meditation and relaxation techniques during her travels through India.

*Career*

Verity has appeared in various commercials such as *TalkTalk Channel 4*, *Direct Payment* BBC and *Babyliss Pro*. Other work has included Channel 4's documentary series *New Boy*, *EastEnders*, many short films for Cable TV and several corporate videos. She performs yearly at the Edinburgh Festival and has enjoyed many various theatre roles at the Royal Opera House, Wimbledon Theatre, Shaw Theatre and The Mill Studio to name a few. Verity is an Acting Teacher at ASAD and Dance teacher at Class Act, Wimbledon.





**Alex Dower**

Actor

*Training and Education*

Alex has been acting for over thirty years, from playing Ahmal in *Ahmal and the Night Visitors* at school when he was six, to acting alongside Christina Ricci in the British Horror film, *The Gathering*. Alex holds a BA Honors degree in Theatre & Sociology from Liverpool Polytechnic and is also a graduate of the Academy of the Science of Acting & Directing London.

*Career*

Since his debut as Ahmal, Alex has worked at The Royal National Theatre in *The Winter's Tale* & *Oedipus Rex*, at the Yvonne Arnaud Theatre in *Golden Boy*, and the Linbury Studio and Royal Opera House in *The Barber of Seville*. Other stage work includes Hamlet in *Hamlet*, Ivanov in *Ivanov* and Shaggy in *Scooby Doo*. Alex's TV appearances include *Eastenders*, *Silent Witness*, *Casualty*, *Is Harry on the Boat?* and *Night & Day*. Leading up to *The Gathering*, his film work includes *The Adventures of George the Projectionist* and Felix Tabasco in *Down in the City* by Jamie Thraves.

As a specialist role-play actor Alex has worked for London law schools and for Hampshire Social Services. He toured British & Republic of Ireland prisons with Geese Theatre Company for two years, performing improvised shows and running workshops. He has also directed several plays, cabaret shows, short films and commercials, including a sell-out run of *Popcorn* at the Edinburgh Fringe Festival (winning the prestigious Fringe Report 'Director of the Year' award for 2003), Together with IRA prisoners at Portlaois Prison, Ireland, and *You Mustn't Trifle With Love* by Alfred de Musset.

Apart from his acting work Alex has extensive experience in teaching. He has taught English and Science in Egypt on a voluntary basis, speaks basic French and Arabic and, in his capacity of Joint-Head of Acting & Directing at the Academy of the Science of Acting & Directing London, teaches acting to adults in groups and on a one-to-one basis.



**Lizzy Hughes**

Actor

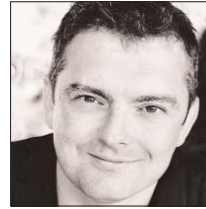
*Training and Education*

Lizzy has been acting since 1998, but began her career as a TV journalist. She initially gained a degree in Historical Studies from Sheffield Hallam University, then went on to gain a Postgraduate Diploma in Newspaper Journalism from The University of Central Lancashire.

*Career*

Lizzy took a rare leap from newspaper journalism straight into TV in 1994. She worked initially as a runner at Live TV in Birmingham, and gradually moved up to News Reporter, Researcher, Assistant Producer, and finally Producer. After freelance presenting for Channel 4, Lizzy moved to Manchester to work as a Researcher on prime time entertainment show *Stars in their Eyes*. Lizzy's acting break came in 1998 when she was offered the part of Lady Macbeth in the Manchester Actor's Company production of *Macbeth* followed by the nurse in *Romeo and Juliet* with the same company. Lizzy spent several years with the renowned M6 Theatre Company with *Storytree 1 and 2*, *Sonia's Garden* and *A Garden in Winter*. Lizzy has spent much time in museum theatre - both at The Pump House People's History Museum in Manchester in *No Bed of Roses*, and also Manchester Museum with *Collecting The World*, and in traditional theatre-in-education with Birmingham Playhouse's *Handa's Surprise* and *The Mission*. She also has numerous corporate acting credits to her name which include the Inland Revenue, the Metropolitan Police, Leicester General Hospital, British Telecom, Vinney Green and Clayfields Secure Units and Bolton NHS Trust.





 **Neil Sheffield**

Actor

*Training and Education*

After successfully completing a BTEC in Business Studies at Solihull College of Technology, Neil subsequently trained as an actor at the Academy of Live and Recorded Arts, London before going on to study acting and directing at the Academy of the Science of Acting and Directing London.

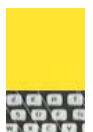
*Career*

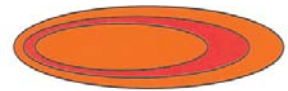
For the past fifteen years Neil has worked extensively in theatre, television and film. Some of his theatre work includes Chief Weasel in *The Wind in the Willows* West End and No1 Tour, Tom Moody in *Golden Boy* at the West Yorkshire Playhouse and No.1 Tour, the title role in *Dracula* at the Nes Theatre, Amsterdam, *Improvisations* at the Royal Court London, Doc in the musical *The City Club* at the Pleasance Theatre, Matt Burke in *Anna Christie* at the Riverside Studios and Reece in *A Christmas Tale* at the Bristol Old Vic.

Neil's television credits include Bruno in the BBC's cult children's series *The Demon Headmaster* and Dave the Football Manager in Channel 4's *Emotional Rescue*. His feature film credits include PC Miles in *Cash in Hand*, Agent Scott in *Witchcraft Mistress*, Malcolm in *Stella and Johnny* and Georgio in *The Adventures of George the Projectionist*.

Neil has produced and directed Eugene O'Neill's *Lost Plays* at the King's Head Theatre, the long-standing comedy *Newsrevue* at the Canal Café Theatre, a ghost story titled *The Hand*, a new play *The Jumble Sale* at the Edinburgh Festival, *Spooked* at the Wimbledon Studio and *An Evening with Maupassant* at the Bridewell Theatre.

Apart from his acting work, Neil has extensive experience in teaching. Previous to being Head of Acting and Directing at the Academy of the Science of Acting and Directing London, Neil has taught in secondary schools, colleges of further education and leading drama schools.





**focalvocal**

To get in touch with FocalVocal today, you can do so



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We look forward to hearing from you and tailoring a course to your needs.

*And That's Entertainment!*

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