

Clear Communication

Coaching Top Tip – Learn how to fight your own saboteurs!

Thoughts such as 'I'm not good enough to be a coach'; 'my practice will never grow'; 'who will hire me' etc. are all negative but are nevertheless powerful enough to stop you achieving your goals, if you let them.

Using the Walt Disney method - acknowledge these negative inner voices, let them have their say, then move on by counteracting them by telling yourself **why** you will be a great coach; **how** your practice will grow to the size you want it to be; **where** your client base will come from and so forth.

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Editors Letter

Hello

Welcome to the last newsletter of 2007. It is with appreciation that we have to say a huge thank you to Michael Duffy for the tremendous work he has done editing the ECI's Newsletter over the past eighteen months. I am delighted that Michael has agreed to remain in the newsletter team in a research capacity, so you will still be hearing from him as he continues to request articles in input for the newsletter.

I am delighted to announce that we have appointed a new Newsletter Editor – Anna Cairo. She has just this month accepted the position, and will be taking the reigns from the January, 2008 newsletter.

In addition to Anna, we have recently had a number of new volunteers join the management team. These include:

- Barbara Cukjati - Head of Slovenia
- Betska K-Burr MECI – Head of Canada
- Dawn Campbell CECI – Head of France. You may remember Dawn as the ECI's original newsletter editor.
- Dr. Martie Lancellas MECI – South Africa
- Ufuk Kok – Head of Turkey
- Yatin Borkar – Head of India

Joining the ECI's Volunteer Team is a simple process – just drop me an [email](#) and we can discuss the options you have of joining this ever growing team.

This month's newsletter focus is **clear communication** which is described by Ralph Marston:

***"Communication is most effective when it is a two way process....
Listen not only with your ears but also with your knowledge, your intuition,
your compassion and your genuine desire to understand"***

One of the dictionary definitions for communication is 'the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs'. As is often reminded to me, the ECI's communication channel is through its web-site – [public pages](#) and [members pages](#). An



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Monthly Meditation

In days gone by the word 'meditation' was thought by many to relate to a chosen few. When we heard the word meditation we conjured up images of Buddhist monks sitting cross legged in ancient temples, or long haired hippies' sittings in fields.

Now our every day lives are filled with noise, bustle, and high expectations. With this we have become more aware of the requirement for periods of calm. Slowly we are realising that for our own well-being we find time to turn our thoughts inwards, and towards quieter things.

Without this in the hustle and bustle of the outside world, we tend to lose sight of *who* we really are, and of *what* we really want from our own lives.

Taking time to meditate provides us with multiple benefits:

- Relaxation
- Inner calm
- Problem solving
- Developing insight
- Increasing your ability to concentrate
- Clearing your mind – beneficial especially before a coaching session

- ☑ Releasing anger
- ☑ Easing stress
- ☑ Easing fear
- ☑ Understanding and easing grief
- ☑ Accessing your own creative potential
- ☑ Inner guidance
- ☑ Healing – both physically and mentally
- ☑ Improved health, including improved breathing.

You don't need any specialised knowledge in order to start meditating and benefit. It's never too late to start.

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Definition of Coaching

Coaching is about performing at your best through the individual and private assistance of someone who will challenge, stimulate and guide you to keep growing."

Gerard O'Donovan

A coach is someone who tells you what don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be.

Tom Landry

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Inspirational Quotation

Persons appear to us according to the light we throw upon them from our own minds.

Laura Ingalls Wilder
author (1867-1957)

The only tyrant I accept in this world is the 'still small voice' within me.

Mahatma Gandhi
(1869-1948)

How can we expect another to keep our secret if we have been unable to keep it ourselves.

Francois de La Rochefoucauld
writer (1613-1680)

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important page for us all to read is the [Standards and Ethics page](#) – this communicates to the public, our clients and our colleagues, the standards and ethics to which we all adhere.

The submissions in this newsletter provide you with a number of different approaches that covers the definition of clear communication.

As the calendar year draws to an end, we find the season of goodwill approaching. This is the one time of year when we make an effort to contact and spend more time with our family and friends and socialising with colleagues and customers. For a number of us this may be in verbally or in writing– either way it's a time to remember that **'good communication is as stimulating as black coffee, and just as hard to sleep after'** (Anne Morrow Lindberg) or as Ernest Hemmingway said **'When people talk, listen completely. Most people never listen,'** or as described by George Bernard Shaw **'The problem with communication ... is the *illusion* that it has been accomplished'**.

The ECI wishes you a fantastic festive season.

Barbara

Barbara J. Dalpra, FECE
Operations, IT, Finance
barbara@the-eci.org

This is your industry related e-newsletter so have your say here.

Question - What do you have to say that will inspire, motivate, or support other coaches to realise their full potential?

Answer - Share your quotes, positive daily actions and coaching tips for the benefit of others in this newsletter. In addition, seize this free opportunity to raise your profile and increase your chances of being networked with by contributing an article. Don't worry if you're not an experienced writer, we'll help you edit it. Our publication guidelines are found by [clicking here](#).

We look forward to hearing you voice an opinion, starting a debate, or just raising an issue with us.

Send your submission(s) to our [editor](#).

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The ECI

How important is it for coaches to continually market their own coaching practice? The Coach Referral Service provides each Accredited Coach with the opportunity to promote themselves as part of their membership.

To enter your details on the Coach Referral Service, it's a simple process. Login to the members area (<http://www.europeancoachinginstitute.org/members/>) and select the following members options:

- Training – enter your training course details using this menu option.
- Workshops – this gives you a chance to enter all the workshops that you have attended.
- Accreditation – your ECI accreditation details will be displayed. Don't forget to enter any other accreditations that you may have.
- Business Details – select the types of business that your coaching practice encompasses.
- Organisation Memberships – enter all the business organisations for which you are a member. For example, Chamber of Commerce.
- Insurance – this allows you to display your Professional Indemnity Insurance policy details.
- Edit Details – to enter the languages you coach in, your coaching speciality, short description, approach to coaching, a few words from the coach and a number of your testimonials.

Once you've updated all your details, select the Display option.

Selecting 'yes' will display your information on the ECI's Coach Referral Service web-pages http://www.europeancoachinginstitute.org/coach_referral_service/search.php

and also on the International Coaching Register

http://www.internationalcoachingregister.org/icr_content/icr_alphabetic_display.php.

Don't forget to check that the details you've entered are those you want displayed.

An important point to note is that to protect you from spam emails but to allow you to be contacted, anyone wishing to contact you directly can do by clicking on the 'I wish to contact ...' button. This will send you an email to your registered email address.

We look forward to seeing you included in the Coach Referral Service.

So you are asking yourself, how can I become an Accredited Coach? To apply for an internationally recognised coaching standard, the ECI's coach accreditation process can be found by selecting the Accreditation option, which takes you through to the following web-page - http://www.europeancoachinginstitute.org/accreditation/coach_accreditation.php.

As a coach who has trained on an ECI accredited training course, please remember that there is a simplified process for achieving your accreditation.

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Please don't forget to promote the ECI to like-minded friends and clients by forwarding them a copy.

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Positive Daily Actions

An exercise I devised for a client that helped improve their positive daily actions.

Keep a small note pad or filofax with you at all times. When you hear yourself saying something that is not positive – something that will not help you achieve your dreams, your goals, write it down as you said it. When you have a moment, read what you wrote and re-write it in a positive manner.

Over the course of time, note how often you say things that are not positive and acknowledge how you are changing your own communication.

Barbara J. Dalpra FECI
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What the Media is saying

Not tonight, dear . . . in fact, not ever

Feminism gave women control of their sex lives, but has it gone too far? Author and sex expert Dr Pam Spurr argues that many women are risking their relationships by saying 'no'.

[Click here](#) to read the article.

The Times on Line
2nd November, 2007

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Ice Breakers

Gobbledegook?

One of the factors that need to be taken into account when considering communication is ability of the human brain to create meaning where, perhaps, none exists. Sometimes

The purpose of communication is to get your message across to others. This is a process that involves both the sender of the message and the receiver. This process leaves room for error, with messages often misinterpreted by one or more of the parties involved. This causes unnecessary confusion and counter productivity.

In fact, a message is successful only when both the sender and the receiver perceive it in the same way.

By successfully getting your message across, you convey your thoughts and ideas effectively. When not successful, the thoughts and ideas that you convey do not necessarily reflect your own, causing a communications breakdown and creating roadblocks that stand in the way of your goals - both personally and professionally.

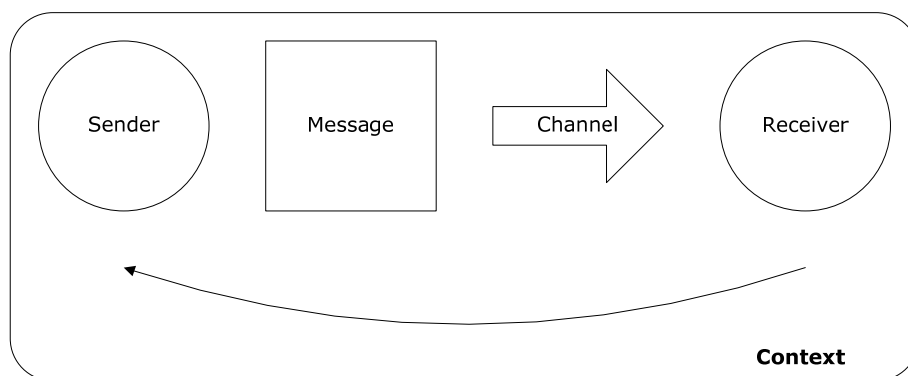
In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single more important decisive factor in choosing managers. The survey, conducted by the University of Pittsburgh's Katz Business School, points out that communication skills, including written and oral presentations, as well as an ability to work with others, are the main factor contributing to job success.

In spite of the increasing importance placed on communication skills, many individuals continue to struggle with this, unable to communicate their thoughts and ideas effectively - whether in verbal or written format. This inability makes it nearly impossible for them to compete effectively in the workplace, and stands in the way of career progression.

Getting your message across is paramount to progressing. To do this, you must understand what your message is, what audience you are sending it to, and how it will be perceived. You must also weigh-in the circumstances surrounding your communications, such as situational and cultural context.

Communications Skills - The Importance of Removing Barriers: Communication barriers can pop-up at every stage of the communication process (which consists of sender, message, channel, receiver, feedback and context - see the diagram below) and have the potential to create misunderstanding and confusion.

The Communication Process



To be an effective communicator and to get your point across without misunderstanding and confusion, your goal should be to lessen the frequency of these barriers at each stage of this process with clear, concise, accurate, well-planned communications. We follow the process through in the attached article.

Removing Barriers At All These Stages...To deliver your messages effectively, you must commit to breaking down the barriers that exist in each of these stages of the communication process.

Let's begin with the message itself. If your message is too lengthy, disorganized, or contains errors, you can expect the message to be misunderstood and misinterpreted. Use of poor verbal and body language can also confuse the message.

Barriers in context tend to stem from senders offering too much information too fast. When in doubt here, less is oftentimes more. It is best to be mindful of the demands on other people's time, especially in today's ultra-busy society. Once you understand this, you need to work to understand your audience's culture, making sure you can converse and deliver your message to people of different backgrounds and cultures within your own organization, in this country and even abroad.

Kellie Fowler
www.mindtools.com FowlerKel@aol.com
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this is a block to communication, but it can

also be a great benefit as this exercise will show. Simply display or hand out the following passage and see how difficult or easy it is for people to read.

Accordnig to rscheearch at Cmabrigde Uinervtisy, it deosn't mttaer in waht oredr the lttteers in a wrod are, the olny iprmoentn tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a ttoal mse and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lterer by istlef, but the wrod as a wlohe.

Offers & Useful Information

Practical advice for business
www.businesslink.gov.uk

All Business
www.allbusiness.com

Woman alone in a car do not have to pull over for an unmarked 'police' car even if the red light is flashing. Simply acknowledge you've seen them i.e. put on your hazard lights and the police will respect your right to keep driving until you are in a 'safe' place i.e. a service station. If you have a mobile, ring 112 (112 is an emergency number that works on your mobile taking you straight to the police because 999 does not work if you have no signal) and they will confirm if there is an unmarked police car in the area or not and what to do. If there isn't an unmarked car operating in the area, they will dispatch a marked police car to explore who is really following you!

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Great Questions

What **will** happen if you do that?

What **will not** happen if you do that?

What **will** happen if you **don't** do that?

What **will not** happen if you **don't** do that?

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Accredited Training Courses and Workshops

Full Coach Training Courses

- Diploma in Life & Business Coaching
Mindstream
info@mindstream.ie
- Diploma in Personal and Executive Coaching
Executive Coaching
info@executivecoaching.ie
- LCH Diploma in Life Coaching (The)
Achievement Specialists
enquiries@achievementspecialists.co.uk
- Life & Executive Practitioner Coach Diploma (DipNMC)
Noble Manhattan Coaching
info@noble-manhattan.com
- Life & Executive Senior Coach Diploma (SNMC)
Noble Manhattan Coaching
info@noble-manhattan.com
- Life & Executive Master Coach Diploma (MNMC)
Noble Manhattan Coaching
info@noble-manhattan.com



Further details on all these courses and workshops can be found at
http://www.europancoachinginstitute.org/coach_training/programme.php?Level=CTECI

Short Courses

- Coaching Skills for Managers
Reed Learning plc
tim.runacre@reed.co.uk
- Quantum Goal Achievement
Noble Manhattan Coaching
info@noble-manhattan.com



Further details on all these courses and workshops can be found at
http://www.europancoachinginstitute.org/coach_training/programme.php?Level=SCECI

Workshops

- Results Coaching
Noble Manhattan Coaching
info@noble-manhattan.com



Further details on all these courses and workshops can be found at
http://www.europancoachinginstitute.org/coach_training/programme.php?Level=WSECI

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ECI Additional Benefits for our Members

Professional Indemnity Insurance – [Click here for more details](#)

TAXCafe® - [Click here for more details](#)

Coaching Hours Log – [Click here for access to the log](#)

C.P.D. (continuous professional development) Log – [Click here for access to the log](#)

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Top 10 Tips of clear communication

Barbara J. Dalpra

Clear communication skills will help you in your personal and your professional life. Communication is both verbal and written, with verbal communication being face-2-face and over the telephone. It is important to remember that clear communication has many aspects.

1. Audience research.
2. Avoid using slang, figures of speech or colloquialisms in your communication.
3. Be aware of non-verbal signals.
4. Be aware of the non-verbal signals you are giving out.
5. Hands.

6. Use non-verbal signals to make your communication more effective and more meaningful.
7. Consider the context of your communication.
8. Include only relevant information.
9. Be aware that your communication can be misinterpreted.
10. Practice, practice, practice!

[Click here](#) to read the full article.

Barbara J. Dalpra FECI

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Acronym

C lear
L earning,
E xpectations
A nd
R esults

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Thought of the month

"If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome."

Anne Bradstreet

"A man never discloses his own character so clearly as when he describes another's."

Jean Paul Richter

Feedback often says more about the person giving it than the person it is intended for.

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Word of the month

double entendre
(DUB-uhl ahn-TAHN-druh)
noun

A word or phrase used in a manner that it can be interpreted in two ways, especially when one of the meanings is risque.

[From obsolete French, literally double meaning.]

Anu Garg
(words at wordsmith.org)

"Without double-entendre British comedy would be bereft. A short selection from a week's viewing: 'You should have heard the gasps when I showed my marrow to the Women's Institute'. "Thomas Sutcliffe; In Search of Intelligent Life on Planet Sitcom

The Independent
(London, UK)
Mar 8, 1996.

Members Offers

Build a Booming Business – Betska K-Burr MECI – [Click here for more details](#)

The Science of Getting Rich – Barbara J. Dalpra FECI – [Click here for more details](#)

Get Known Fast – Tessa Stowe, Assoc – [Click here for more details](#)

Your 'Get Known Fast' programme was super value for money and I want to thank you so much for changing my life in many ways Tessa! - [see the testimonial written by a member of the ECI](#)

How would you benefit if you were to promote your own business offers to the ECI's membership?

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ECI Sponsored Workshops

The ECI offers their Members with the opportunity to promote their own workshops and short courses. It is important to note that these short courses and workshops are *not verified* by the ECI, and therefore they are not subject to the same scrutiny as the ECI Accredited Courses and Workshops.

"How to create a Living Foods Kitchen" Short Course

Rainbow Promise Health
[Click here](#) for more information

"The Positive Parenting Made Easy" Workshop

Positive Parents – Confident Kids Coaching Ltd.
[Click here](#) for more information

Take this opportunity to promote your short courses and workshops. Email the details to members-offers@the-eci.org.

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The day in the life of a Presentation Skills Coach

Tina Sibley

My involvement with International Toastmasters and The Professional Speaker's Association has led to me including Presentation Skills Coaching as part of my portfolio.

It is really interesting that, although many people really need to increase their confidence and technique when presenting in public, they do not relish the idea of attending a course – this just seems too scary for some. One-to-one coaching on this subject is a very popular choice and, although more costly, it is much more comfortable and can really be tailored to the individual's requirements.

A typical day pans out:

08.00 – Jump in my car for the hour's drive to visit a nutritionist who is having some filming done for her new website. My client received very little notice about the filming schedule, and she is panicking about how she will come across in front of the camera. During the hour-long journey, I listen to half-an-hour worth of motivational speaking on my car CD and then focus my thoughts on how the morning will go.

09.00 – Arrive at the house to find my client in a panicking about forgetting everything and looking silly on camera. We have a couple of hours before the film crew are due to arrive, so we get to work immediately. My client is extremely knowledgeable about her subject so we concentrate on working on her confidence in front of the camera. Once we have spent half an hour on this, the panicking has now been replaced with a calmer and more confident client.

The next job is to help work on the content and we go through the filming programme – there is to be an introduction to the client and her work, followed by several topics, each of which need a one-minute introduction. I coach by asking questions first of all around the message she wishes to communicate on each section of the film. This helps my client describe the message clearly and concisely.

macaronic
(mak-ah-RON-ik)
adjective

Involving a mixture of languages.

[From Latin macaronicus, from Italian dialect maccarone (macaroni), probably alluding to the jumble of macaroni and

sauce on a plate.]

Anu Garg
(words at wordsmith.org)

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Humour

Humour at Work Institute
<http://www.mikekerr.com/>

The Humour at Work Institute offers one-hour keynote presentations, half and full-day interactive training workshops, humour in the workplace books, humour in the workplace training videos and DVDs, humour at work audio CDs, humour in the workplace articles, and putting humour to work memory cards.

[Humour at Work Quiz](#)

See 130 Ways to Put Humour to Work by [clicking here](#).

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Future Features

January = Goals

This is [your](#) industry related e-newsletter so have [your](#) say here.

Question - What do you have to say that will inspire, motivate or support other coaches realise their full potential?

Answer - Share your quotes, positive daily actions and coaching tips

- 10.00 – We grab a cup of tea and continue with ‘part 2’. The next area we work on is the delivery of the message, ensuring that the emphasis is in the right place and that her message is delivered with passion, while being interesting to listen to. She rehearses until she feels confident and natural with her delivery.
- 11.00 – The film crew arrive and the next half-hour is deciding the ‘set’ for the filming. The client then ‘dresses’ the room - lighting, flowers and arranging the sofa for the best shots. We discuss what the client should wear and she makes her decision.
- 11.30 – Filming begins! Immediately before the first ‘take’, we do some more confidence work and calming techniques. Then the cameras are ready to roll. I spend some time in between filming to work with the client, reassuring her that everything is looking good and discussing one or two minor points for adding more impact.
- 12.30 – I leave the client with the film crew, happy that she is progressing well and make my way to the afternoon’s work.
- 14.00 – I arrive at the next client’s house, having taken out time to have my lunch and prepare for the next session. The next session is working with a lady who is fronting a new charity and who needs to give interviews to groups of people. This includes working with the press.
- 14.30 – Having chatted around what the client wants to achieve, we start work on her presentation first. We work out various content formats, depending on the type of presentation or interview, and how much time she has to give the presentation. I coach this part in a similar manner to the film situation, asking questions around the message she wants to convey and the outcome of the presentation or interview.
- 15.30 – As before, the next step is to work on the delivery of the presentation or interview. When considering a presentation to larger groups, as opposed to the one-on-one interview, we do some extra work around vocal variety, use of stage space, body language, and gestures.
- 16.30 – We wrap up with an action plan, the outcome of the planned meetings, and specific points to practice and rehearse beforehand. We also set another meeting to discuss how the first few meetings go and to work on improvements.
- 16.45 – I hop back in the car for the hour’s drive home, listening to ‘happy’ music so that I am able to detach from the day and arrive home refreshed.

Tina Sibley CECI
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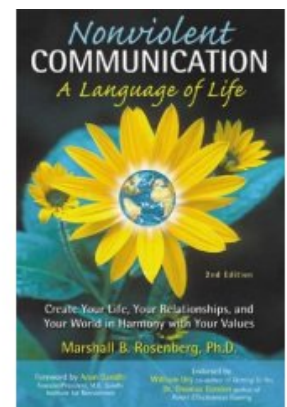
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Recommended Reading

[Nonviolent Communication: a Language of Life: Create Your Life, Your Relationships and Your World in Harmony with Your Values: Create Your Life, Your Relationships ... and Your World in Harmony with Your Values \(Paperback\)](#) by Marshall B Rosenberg

An enlightening look at how peaceful communication can create compassionate connections with family, friends, and other acquaintances. The book uses stories, examples, and sample dialogues to provide solutions to communication problems both at home and in the workplace. Guidance is provided on identifying and articulating feelings and needs, expressing anger fully, and exploring the power of empathy



in order to speak honestly without creating hostility, break patterns of thinking that lead to anger and depression, and communicate compassionately. These non-violent communication skills are fully explained and can be applied to personal, professional, and political differences. Included in this new edition is information on how to compassionately connect with oneself.

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The Personal Touch

This actual letter was sent to a bank by a 96-year-old woman. The bank manager thought it amusing enough to have it published in the New York Times.

"Dear Sir

I am writing to thank you for bouncing my cheque with which I endeavoured to pay my plumber

for the benefit of others in this newsletter. In addition, seize this free opportunity to raise your profile and increase your chances of being networked with by contributing an article. Don't worry if you're not an experienced writer, we'll help you edit it. Our publication guidelines are found by [clicking here](#).

We look forward to hearing you voice an opinion, starting a debate or just raising an issue with us.

Send your submissions to our [editor](#).

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Newsletter Team

Editor:

- Anna Cairo

Article Resource Team

Manager:

- position vacant

Article Resource Team:

- Michael Duffy

- Milly Shand

Your Questions

Answered Panel:

- position vacant

Book Review Team:

- position vacant

Proof reading:

- Jane Watt

Final proof reading:

- Dawn Campbell

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last month. By my calculations, three nanoseconds must have elapsed between his presenting the cheque and the arrival in my account of the funds needed to honour it, an arrangement which, I admit, has only been in place for twenty six years.

You are to be commended for seizing that brief window of opportunity, and also for debiting my account \$30 by way of penalty for the inconvenience caused to your bank. My thankfulness springs from the manner in which this incident has caused me to rethink my errant financial ways.

I noticed that whereas I personally attend to your telephone calls and letters; when I try to contact you, I am confronted by the impersonal, overcharging, pre-recorded, faceless entity which your bank has become. From now on, I, like you, choose only to deal with a flesh-and-blood person. My mortgage and loan repayments will therefore and hereafter no longer be automatic, but will arrive at your bank, by cheque, addressed personally and confidentially to an employee at your bank whom you must nominate.

Be aware that it is an offence under the Postal Act for any other person to open such an envelope. Please find attached an Application for Contact Status which I require your chosen employee to complete. I am sorry it runs to eight pages, but in order that I know as much about him or her as your bank knows about me, there is no alternative.

In due course, I will issue your designated employee with a PIN number which he/she must quote in dealings with me. I regret that it cannot be shorter than 28 digits but, again, I have modelled it on the number of button presses required of me to access my account balance on your phone bank service. As they say, imitation is the sincerest form of flattery.

Let me level the playing field even further. When you call me, press buttons as follows:

- #1. To make an appointment to see me.
- #2. To query a missing payment.
- #3. To transfer the call to my living room.
- #4. To transfer the call to my bedroom.
- #5. To transfer the call to my toilet.
- #6. To transfer the call to my mobile phone if I am not at home.
- #7. To leave a message on my computer, a password is required. This will be communicated at a later date to the Authorized Contact.
- #8. To return to the main menu.
- #9. To make a general complaint or inquiry. The contact (your choosing) will then be put on hold, pending the attention of my automated answering service and uplifting music will play for the duration of the call.

Regrettably, but again following your example, I must also levy an establishment fee to cover the setting up of this new arrangement.

Your Humble Client

(Source – unknown)

Moral of the story --- treat your customers, colleagues, family and friends as you would like to be treated!

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The ECI A force for good in coaching!

This is your industry related e-newsletter so have your say here.

Question - What do you have to say that will inspire, motivate or support other coaches to realise their full potential?

Answer - Share your quotes, positive daily actions and coaching tips for the benefit of others in this newsletter. In addition, seize this free opportunity to raise your profile and increase your chances of being networked with by contributing an article. Don't worry if you're not an experienced writer, we'll help you edit it. Our publication guidelines are found by [clicking here](#).

We look forward to hearing you voice an opinion, starting a debate or just raising an issue with us.

Send your submission to our [article resource manager](#).

How about working with our team?

We are looking for people to find great articles for our future newsletters. Please contact our Editor if you love research, reading and being part of a team.

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