



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 069

Effective Public Speaking

with Carol Kent & Anne Denmark

KIM: Welcome to a very special episode today where we're going to be addressing the important marketing skill of effective public speaking for coaches. Truly, this is one of the best ways to create awareness for your coaching practice and to draw the kind of clients you most want to serve. I'm so excited. We have two incredible guests today to address this topic for us. Chris, why don't you go ahead and introduce them?

CHRIS: I'd be happy to. Many of our listeners will be familiar with Carol Kent. She is the author of such books as *When I Lay My Isaac Down, Speak Up with Confidence*, and *Becoming a Woman of Influence*. She is also the founder and the president of *Speak Up Speaker Services* and a huge international conference by that name. Carol is very, very popular in the Christian world. She's a keynote speaker at all kinds of events in addition to the *Speak Up Conferences* including such huge arena events as the *Women of Faith* conferences, *Extraordinary Women*, and *Women of Joy*. She is highly qualified to be able to address this topic of effective public speaking. She has a Master's degree in Communication Arts and a

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Bachelor's in Speech Education. We just happen to catch Carol with her long-time friend and one of our PCCI faculty members here, Anne Denmark as they were visiting with each other and so we have a double feature for you today. We're bringing you Anne Denmark as well.

Now, she is a presenter and a facilitator at Carol's Speak Up Conferences and has been for more than 30 years. She is also a coach who specializes in several niches, but one of her primary niches is in helping other coaches to prepare and improve their public speeches. She actually does this work via a video conference link so she can watch the coach that she's helping with her speech coaching to see their manner of presentation, their use of body language and to be able to give them real-time feedback as they strengthen. We just got it coming and going here. Anne, of course, is a professional certified coach as all of our faculty members are at PCCI. She is certified through the International Coach Federation and she works fulltime as a coach in her private coaching practice, Life Discovery Coaching. We're going to tell you a little bit more about both of them and how you can connect with them afterwards, a little more about the Speak Up Conferences and such at the end of the show, but Carol Kent, Anne Denmark, welcome to the show.

CAROL/ANNE: Thank you, we're so honored to be here.

CAROL/ANNE: This is just pure fun, Chris and Kim. Wonderful.

CAROL/ANNE: Yes.

KIM: And tons of good information I know lay ahead for all of us and I'm really looking forward to it. I've been a firm believer and I've said many, many times that public speaking is one of the most effective ways for coaches to grow their coaching businesses. I would love some support on that. Tell our listeners why I know you'll agree with that statement. Carol, why don't you start?

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CAROL: Well, I think that public speaking interests people in your topic, the service you have to offer, the benefits that will be yours if you are going to engage with them in the future, and I really think that public speaking is one of those things that lets people see your personality before they would ever hire you as a coach. They can tell if you have the characteristics that they would find enjoyable to spend some online time with in terms of Skyping or even in-person time or telephone time, and I love the fact that you can actually have a resource table in the back of the room when you're doing public speaking that can have information on our services, if you've had a book or articles published that can be available that cannot only promote your business but it can also prove networking to also that people can share that with people who didn't even attend the speech they are presenting at or the program where you were presenting, which automatically increases all of your opportunities to grow your business.

KIM: Wow, so much packed into that short scenario you gave us. I love that. You start with that 'know, like, and trust' factor, right? People can really connect with you and it's totally self qualifying. Some of the people think, "Whew. I never want to work with her," but a lot of people, the right people will because you get a real sense of the essence of your person, but with that resource table at the back, they can, on the way out the door, be invited to go deeper into that relationship with you without you doing a single additional thing and then recommend you to friends. I love that all of that.

CAROL: Kim, one more thing I think we need to say is that when you're doing public speaking, your time off the platform is as important as your time on the platform. Instead of running out to your room and disappearing, mingle with the crowd and let them have a chance to get to know you one on one. I think sometimes we think about what we're going to say in the presentation and the importance of our topic more than what we will do

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when we're connecting with people, and that connection time is often what cements that relational opportunity that will then lead to bit growing your coaching business.

KIM: That is a golden nugget right there and so true. I've personally experienced that, seeing speakers who are not congruent with their public persona before or after and seeing speakers who are, and it does make a very big difference.

CHRIS: I just want to underscore that point as well because as you just emphasized, it's not just the material they present. It doesn't matter if it's a perfectly presented public speech, it's that time afterwards, even if you're up there having to break down your PowerPoint presentation and get your slide projector put back in your back because you got to clear the room for the next person, those people who just heard you, they just experienced your personhood, your spirit, your personality, not just the content that you covered. The ones that are coming up to you afterwards because they want to shake your hand, they want to kind of tell you some little story that your talk just drew up inside of them.

They might as well be wearing a sign that says, "I could become a client" because they are really saying to you, "I don't even know what I want to say. I just want you to know I resonated with you. Something in you resonated with something in me and I'd like to go deeper and you just mustn't clear out and take off," and as you say Carol, "Go disappear in your room." That's really where the fruit of a lot of the public speaking happens is in the time after the public talk. I just kind of want to underscore that point there, Kim.

KIM: Beautiful stuff. Ann, how did you and Carol get acquainted? Chris said you all had been friends for 30 years.

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ANNE: Yes and let me just feed off some of what you were just saying. Wherever you are as a coach, get out, get involved, and follow God's leading into serving. I was out with a pastor and his wife and we were serving and leading a women's ministry, and then suddenly, her husband and her got called away and she came to me and she said, "Ann, you will now be doing the major presentation of this ministry," and I have to tell you, Kim, I bet I had more excuses than Moses did. I had them written out in order of all the reasons I was not the person God had really chosen for the role, but she was a wise pastor's wife and she sent me to a conference called Speak Up. At that conference, there was tons of information, opportunities to practice, and so I went back several times and as you have just said, there was something going on between Carol and myself. there was a resonance with us and Carol invited me to be part of her ministry, and so we've been in ministry for years now together, equipping speakers and writers.

CHRIS: Wow, that is a perfect illustration of the point and the value that you not only wound up being able to serve there, you wound up with a deep friendship. There was such a strong connection. That's a beautiful connection. Carol, why don't you give us some of the basics here, let's do a deep dive on this. What makes an effective public speaker?

CAROL: Well, one of the things that is important initially is to think about your own personality that you bring to public speaking. I know some people who are strong naturally wingers. They have been able to entertain an audience since they were 2 years old and they love the platform. The caution there is that they are often not well prepared when they get to be adults because they have such personality and humor, they can wing their way anywhere and so you lack substance. The challenge to those listening to us right now is to truly become an expert on your topic because you already have some strong natural ability.

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Then we have what I call the plotters. Those are the people who know they don't have strong public speaking ability, but they always do their homework. They always wish someone else would do the speaking, but when they share, it is so content rich that people in the audience are thrilled they came because they are going home with take-home value. When I think of what makes an effective public speaker, it is definitely someone who is an expert on their topic, know it inside out, and choose something that you're passionate about.

When you choose something that you care about, you are going to exude joy, you are going to exude wanting to get other people on board and you want them to be excited about what you're sharing, and when you have God's truth in the mix, and that is the foundation of what you're talking about, you know that you're giving something that is Truth with a capital T and that even if you're dealing with the topic that isn't a Bible teaching topic, it's going to be based on God's truth and on His principles so you can have tremendous confidence that you have a good product to offer in the form of public speaking.

Then I'd like to say, does my speech have take home value? I was a member of the National Speaker's Association and people used to want to be entertained primarily. Now, they want to know, my life is so busy, if I take time away from my daily activity to sign up to hear you speak, will it be worth the time I gave to it? What's in it for me? Share illustrations of your points that will show the audience that you've lived through some of what you're talking about because it makes it so personal. They can feel your emotion. Your goal isn't to make them necessarily weep but you want them to feel deeply that you know what you're talking about, and they will feel that connection with you. So public speaking touches a nerve. It touches the emotion. It touches the spiritual heart of an

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individual and when you do it right, it sends them home wanting to take an action step that will change their lives for the better.

CHRIS: Man, that point right there, the take home value and in fact, kind of starting, it sounds like, with that. As Steven Covey would say, “Begin with the end in mind.” You want to be clear whatever skills I’m going to use, whatever stories and anecdotes I’m going to share and all, in the end, I want them to leave with [blank] in their pocket, whatever the take home is and that kind of sounds like some coaching elements there. You’re a coach. You work with other coaches on their effective public speaking. All of our listeners are coaches, or at least those who are interested in the field. What are some of our coaching skills that we already have that translate pretty well into effective public speaking?

ANNE: Excellent. I’ve often thought this that when we go through Essentials and teach them the core competencies, if you really look at this, we’re giving them a structure and there’s a very common structure between both our coaching, our speaking, and our writing even. So let’s start at the beginning. We often say we have a beginning, a middle, and an end. We know that at the beginning as coaches, we form an agreement. When you sit down to begin to write your talk, you’re sort of forming an agreement with yourself. Our first question is, what would you like to focus on?

As Carol has already said, you pick a topic that you’re passionate about. That’s our coaching focus. We ask that but in speech writing, we would say, “You pick your topic.” You have to, in the same way as a coach when we say, what would you like to focus on, we’re listening to the total of the person and hearing their story, but in the same way when we’re thinking about writing a talk, we are listening to our audience. Very often, we will do an audience assessment. Who are these people I’m talking to? Where are they coming from? What’s the size of the audience? We’re

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listening and then we're also listening for the current needs that we know everybody has and we can pick those cues up from our culture.

Once we have the focus, we go into our aim. We do that in coaching by saying, what would you like your target, your outcome, or your results to be as a result of this coaching? If you do not have an aim in your speech, you've lost it the same way you've lost it in coaching because we want to know what are you targeting. You can go in a million different directions when you're speech writing if you don't know the target you want to hit. We call that the aim. What do you want to cause your audience to do, know, think, or believe when they leave that auditorium? So you've set that up then you have a dynamite transition statement and you move into what we call the middle of coaching.

KIM: I know as coaches, the agreement is very explicit and we and the client agree on what it is they want to walk away with before we ever start. I just had a question on that one. Do you do the same with your audience? In other words, do you tell them at the beginning, "This is my hope for you. This is my desire for you that you will walk away with this," or is it more implicit?

ANNE: Personally, I believe it should be right out. Why do you need to know this? What will it do for your life? You're building, as Carol has said, a felt need in their life. "Ooh, I better listen up. This could be very valuable for me." So you very much explain why this topic is a need. I do that with whatever presentation I'm in. "This is why you need to know what I'm about to talk about." Now, I don't say it that way, but I build within them the desire, "Oh, this person has something for me that I can take home." Yes, absolutely. Great question.

KIM: Thank you for that.

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ANNE:

Yes, yes, absolutely. So now you're getting to the middle of preparing your talk and one of the things that we know as coaches is this is the exploration and the gaining of awareness stage. We call it that at the middle in writing a speech, we call it our outline. What we want to do is to develop the key main points that create awareness for this listener in this audience. We want those points to be memorable but we want to make them juicy. We want to make them so memorable that they will not forget, that they will chew on those things even after they have left the presentation. So very much in our talk, we're thinking about quotes, poetry, songs, and something current in our culture, and obviously, personal illustrations that will bring that awareness to our audience so that they will have an 'aha' moment like we hope we will do with our coaching questions and direct communication when we are coaching.

We move of course into the ending. In the ending, we call it the coaching action steps. I don't know if you caught Carol, what she said, what is their application, and that is what we call it in speaking, your application. You can hear a great talk but if you're going to go home and not do anything about it, we consider that that has not been a successful presentation or a coaching conversation. So very much what will you do as a result of hearing this talk. I ask for action steps when I'm coaching and very much now, I'm very determined that I ask a key, key question that will cause that audience member, "Now, what am I actually going to do?" I will put a time limit on it just like we do in coaching.

CHRIS:

I love that you used the structure that any good trained coach goes into a coaching session with, knowing that there are some things that need to happen at the beginning and then we move very consciously and intentionally into the meat of the middle of it and then what it is that we're trying to do in wrapping something up. That's good. Give us some more

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even of the skills that coaches already have that are pretty directly transferable into preparing and delivering an effective public speech.

ANNE:

Well, when I'm going to be talking about you're staying invisible, Chris, and you say, "How can you be talking about that? You're standing on the stage. The floodlight is on you," but I truly believe that the best speakers stay invisible. It's not about you and your pet story and how great you will sound. It's about God's message and what He has burning on your heart to share. It's about the audience's need to hear it, and even while you're preparing it, if you keep that in mind instead of, "Oh, this illustration will wow them or sound good." It is the heart of why you are doing the speaking that I really believe is similar to coaching. You are not the main deal. You stay invisible. You are just the tool God is using to pass the message along.

The second thing I really think is the timing. Oh my goodness, I have to watch the timing all the time when I'm speaking and I think Carol is going to pick up on a few more of those points but there is nothing so deadly as having a speaker that runs overtime and messes an entire conference event up. We are so sure that we need to slam in every piece of information we ever knew about a particular topic, and we really do have to be conscious of our timing. The third thing I think is that when you're writing a speech, we talk of metaphors in coaching and I find that many people who are writing a speech use one metaphor to highlight one point and then they switch to a whole different dimension. They will be doing a seaside theme and then they will switch to a riding a horse theme. The next point, they switch to another theme and one of the things that I really strongly encourage as we do in coaching, when you hear a client use a metaphor, stick with that. That's their frame of reference. That's visibly how they see it. Do the same thing with your topic. If you've got a title and it eludes, so riding the waves of life. Stick to a wave beach metaphor but

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don't jump all over. It's really hard on your listening ears of your audience when you do that.

KIM: Well, I love those and I just want to say, I probably could be accused of having a metaphor a minute. That was a good word to the wise there. I appreciate that. Carol, you talked about different kinds of people who give speeches. You talked about the wingers, you talked about the plotters, and I know you have years of wisdom that you've gleaned, so share some of your timeless tips as well.

CAROL: When it comes to developing a speech, one of the most important things you can do is something Anne eluded to earlier, identify at the very beginning of your preparation what your aim will be. What do I want to cause my audience to do as a result of hearing this presentation and we always have that question, is this right? Does this work? Have I gotten it? always ask yourself, "by doing what?" What is the action step you want to visualize that listener doing after they leave the presentation because they were challenged by that talk? It should be measurable. It should be defined by an action verb. That means they are taking a step in following through with what you are going to be challenging them with. By having an established aim, you can also eliminate unnecessary illustrations. If the illustration you wanted to share doesn't really fit the aim, that's one that can go. Even though it might have been one of your favorite stories, it doesn't fit the aim.

Prepare short outlines. People have very limited attention spans these days and if you as the presenter don't remember your own outline before you get up there and you need to constantly refer to it, it's probably too long. When I used to be a Bible study fellowship teaching leader, I would have very long sentence style outlines but my participants were doing six hours of homework before they came to the class. They have their notebooks out. They are ready to take notes. Nowadays, when I go into a

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public speaking event, people are just happy to be away from home or they are not doing childcare. They are there to have fun with their friends.

When it's a professional audience, they would like to get some take home skills and yet at the same time, they are not there to write out lengthy outline. So short words, sometimes you can use alliteration, other times you can do bullet points. You can even use visual outlines with pictures. You can be as creative as you want to. Some people are dramatic and they will come in in character. That's always fun as well, but then in addition to that, in every speech, I try to include at least one great quotation. I think it just brings more meat to the presentation. I might quote Eric Liddell, the Olympian, "Circumstances may appear to wreck our lives and God's plans, but God is not helpless among the ruins."

I want them to know, you're going to get take-home steps that will help you to take the mess of your life and with God's help and God's principles. I'll give you some tools that will help you to make choices that will make your life better and it will be worthwhile, and then be thinking to yourself, how am I going to wrap this up? What can I eliminate if I've been given 45 minutes to speak? I'm on the luncheon setting but the announcements, the book review, or the emcee told this long story and I now have to cut 15 minutes out of my talk. Mark your notes ahead of time with what you can eliminate without diminishing the power of the aim – the take home value of that message.

KIM: Beautiful, golden nuggets every single one. Thank you for that. You all have shared a little bit about why public speaking is effective, how to make it effective, and thinking about our listeners now, our coaches. Hopefully they are getting inspired, feeling more equipped to go out and do this. What are some good topics for coaches to speak about, Anne?

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ANNE:

Oh goodness, I think we have some dynamite topic. Let me just list them and the coaches will resonate, but first of all, let me share one of the topics that I have done is simply the value of listening. I have gone into hospital settings. I have done a presentation on body language in hospitals. I have done presentation to managers about the power of listening and that's one of the first tools of coaching, effective listening. Our world needs that message and so all of you as coaches, you understand it. You've gone to training. What a beautiful topic to bring to so many different corporations or levels.

Life balance, everybody we know is working on life balance. Not that we get it perfect but that we get it more in balance. Life satisfaction, a lot of people are pleased or happy. They are not following the passions of their life. We have the vision, purpose, calling material. We have the boundaries material. We have the preparation for change material. Folks, you've got it. You work with it daily. You've got beautiful illustrations. You don't have to go much further than just the major areas of coaching and you've got your speaking materials topics already there. It's just be figuring out what you want to aim and who your audience will be and what is it they need to specifically hear about that topic.

CHRIS:

Anne, I love that you've pointed out that not only do our coaches already have meaty topics that they could address without having to go back to the drawing board and recreate something from nothing. No, it's already in there and it's what you work with, but it has the added advantage that that's what the kind of clients that you most want to work with will be interested in and so if you're looking to draw, that's going to draw the kind of clientele you want. If you're speaking on something that you love working with and they go, "Ooh, I think she has been reading my mail. I think she's speaking my language," that's the kind of client caseload that you want to be building. You can't lose on this. You win as a result of

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just digging into the material that you typically coach around anyway and prepare your talks to address those themes. Maybe kind of unpack that for us a little bit more, Anne, if you would. How do you incorporate what you do as a coach into your speaking material?

ANNE:

Yes. I do not ever want to come across as I'm just here to speak because I want you to know what I do and buy into my services, but you have so many beautiful natural opportunities. First of all, it will be in the introduction and you are often asked to write up an intro so someone can introduce you. Well, you're going to say, "I'm a professional life coach." Go a step further on that though. We still have people who do not fully understand what that means and so give a bit of a descriptor right there, "She helps people face major life transitions" or "She moves people from where they are to where it is they really want to be in their life." Give a little bit of descriptor. Don't just say that you are a certified life coach.

Then in your illustrations, it's so beautiful. We know that we are very confidential but I can say a statement like, "Many of my clients blah, blah, blah." I'm not referring to anybody. I have kept the confidentiality, but that begins to make it real and so I'm bringing in real life illustration for them and make an observation like a direct communication. "This is what I hear over and over again. It's a pattern in our society." You can do that. Of course if you have anything that you're going to hand out, absolutely copyright it at the bottom of your page and put your contact information so that they can be in touch with you. In fact, I look for things that I could hand out and have at that back table. I create a free one. I often create one on the value of exercise.

They will have a table, ask for a table. I would encourage you to do that because you can put out some free coaching resources, your business cards, signup sheet if they seriously would like to have a complementary or an initial coaching call and then within your talk, you can often say,

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“This is a topic we can go on and on about. I have a lot of resources. I could speak more about that. You whet their appetite for a particular topic. You can have a draw or a giveaway. “I’m giving away one complimentary coaching session” and do that to draw the attention. Of course as we talked at the beginning, people will come up afterwards. That’s a fantastic opportunity to make a connection with them, a personal connection with them and listen to their heart. Identify the need. Don’t start coaching or answering the need. “I can hear that you are really chewing over this life transition. If you would be interested, take one of my cards and give me a call.”

KIM: Wow, so many great marketing opportunities at one speech event. So Carol, as our time starts to draw at a close, I’m thinking about our listeners who are at all different levels of experience with public speaking, but we all want to always grow in our levels of professionalism. What are some skills that we probably want to keep honing and working on as we continue to public speak?

CAROL: When I think about delivery skills and arriving at an event, always get there at least 30 minutes ahead of time. Make sure equipment is plugged in, working properly, have time for a mic check. That should leave you with approximately 15 minutes to begin greeting participants. I try to move around the room, shake hands with people, find out who they are, where they are from, why they came, and that will eliminate nervousness because you’ve probably already met a minimum of 20 people before your standing on the platform, and suddenly, you would feel relaxed. They are looking at you with warm eye contact like, “this person is going to be enjoyable” or “they really cared about me personally rather than just coming in to be the star speaker.”

Something else that I think is so important is when you are being introduced, already begin moving to the edge of your seat so that you can

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actually spring up, jump up on that platform with energy in your body language. That announces to the audience that you are so excited about what you are going to be talking to them about today and then instead of bursting into speech immediately, pause a few seconds. Make eye contact with a few people in the room. Catch your breath. It makes you look relaxed. It makes you look nonnervous and it makes you look confident. Even if you don't feel confident, you can look confident by having that pause before you begin speaking.

For people who are newer at speaking, begin using gestures as soon as possible. I find that the size of the audience determines how large the gesture should be. Keep in mind, the gesture is not just the use of hands and arms. It's a movement of any part of your body to convey what you're speaking. The smaller the audience, the close into the body the gestures need to be. If you are in a large venue, you can begin using very wide hand gestures unless you have a camera on you and your face appears on a large screen in a large venue, and then it looks like you're just in their face if you use gestures that are too large. Feel that out a little bit.

Watch your posture by spreading your weight evenly on two feet. You look much more authoritative and confident than if you stand on one leg which throws your body off. It makes you look like, "Well, I can take this. I can lead this." Look confident by standing with that very, very good posture. As you continue on with the use of notes, minimize them as much as possible. I often will use bullet points. I might actually write out a key quote I want to use or a key Scripture verse I'm going to be quoting from. I encourage people before you give a talk if you're new at speaking, do it in front of a video camera and look at your body language. Do you have some odd gesture that look strange or do you have a nervous mannerism?

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I like to tell people to avoid what I call the homing position where the hands always come together after every gesture like, “I don’t know what to do with you so I think I’ll hold hands with myself.” Sometimes, men do the finger point thing. It comes together and it’s in a V. It looks a little more confident but we’re still coming home to touching those hands together. It’s fine to do that occasionally but you don’t want every gesture to end in the homing position. Your hands can be at your side, you can lightly touch the lectern, and if you know your material well, stand away from the lectern while you give some illustrations or points.

I like to move right to the edge of the crowd and then with eye contact, I might make very intense eye contact with one person on this side of the room, makes that whole part of the room feel warmly connected with, then casually transition, move to the other side of the stage, make eye contact with people in that area, and again, it creates tremendous warmth to actually physically move toward the edge of the platform and people will feel like they are their friend and not just a presenter behind the formal lectern.

CHRIS:

That’s a lot of rich content. I couldn’t help having a life flashback, Carol, as I was listening to you going, “Wow, I wish I would have come across her 30 years ago or so” because when I first began doing public speaking, I was so bad and this is honest to goodness truth. People don’t usually believe me because I do a lot of public speaking now, but I was so bad, so stiff, so stuck to my notes, so glued to that lectern. In other words, doing all the things opposite of what you just told us to do here. My dear wife who loves me and supports me in anything else in life actually had to stop coming to hear me speak. She said, “I hear the words you’re saying but I don’t hear you at all. I don’t know who you are up there. It’s too painful.”

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I love that you're giving us skill sets that we can utilize to actually express more of who we authentically are. You gave us lots of tips and tricks in order to be able to cover material. There's content there. There are going to be some key takeaways. There's a flow to the things and you then just really fleshed it out for us in how we share with them our self, our personhood, how we connected that deep, relational level even though it's an audience full of people. I mean sometimes with the bright lights, you can't even see them well in the audience, but that feeling of warmth, that feeling of them being able to look into your eyes and to connect with you. The chatting with them ahead of time even to ease your nerves and to make them feel more connected. Carol, Anne, this is just so, so rich. I wish we could continue on.

In the interest of time, if you could all through the various things you could share with us, maybe one final word of encouragement, a tip, or a pointer for our listeners. Carol, let's start with you first, kind of a final takeaway for us.

CAROL:

We tell people we won't remove your butterflies entirely. We'll just try to get them to fly in formation. I think some of that nervousness is good for us because it keeps us depending upon the King of kings and the Lord of lords. It keeps us aware of the fact that what we are doing is for God's glory. We are trying to help people not just because they need help but because we know that we are leading them to truth, we're helping them to live their lives based on Biblical principles, and we want them to thrive in what they are doing in their personal lives as well as in their professional lives, and so don't feel upset if you don't feel like you have it all together immediately.

To this day, there are times when I step on a platform and I feel insecure and I just say "Lord, this is not about me. This is about you. I give you this day. I give you this presentation and I ask you to speak through me

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and give me the confidence to be able to share with these people what they most need to know.” I think when we give Him back the glory, when we do well and when we desperately fall on His feet saying, “God, I blew it this time. Please help me to have the courage to do this again,” It all works and we realize we’re doing it with the right motives and for His glory.

KIM: Awesome stuff. Anne, how about you? As the person here who works with coaches particularly on public speaking, what’s your word of encouragement today?

ANNE: Well, when those coaches first began, I’ve heard many times, “I am never going to get this. I don’t feel natural at this. This feels tough. I don’t know if I’m a good coach or not.” My word of encouragement to all of you, just continue to practice the skills. You will get better. You will cross over those hurdles and keep in mind that we have a world that needs to hear your message. Keep at it. Don’t give up just because you have that feeling. Don’t self judge. Don’t believe the lies. Practice, practice, practice.

CHRIS: It’s a good word there and a good wrap up. Thank you both so much for sharing such good content and sharing your personhood, your heart. You’ve truly given us of yourselves and we know that’s a real treat. If our listeners would like to connect with either Carol or Anne, or both, it’s pretty easy to do that. Carol has two actually new books. She’s author of more than 20 but you can find any information about all of her books including her two newest ones, Unquenchable and Waiting Together, on her primary website of CarolKent.org. If you’re interested in attending one of the Speak Up Conferences that Carol and her husband run as their ministry and that Anne is always a presenter at, you can find out information about that online at SpeakUpConference.com.

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In fact, there is, for those of you listening here in 2017, there is a conference coming up in July of this year. They have two tracks, one on speaking and one on writing. Now, you're going to get tons of information adding to what you just heard about public speaking. We just kind of grazed the surface today, but in that writing track as well, they bring in publishers from the major publishing houses who are looking to publish materials. You actually have opportunity to set up an interview with as many as four different publishers and you can pitch your proposal to them and wind up with contracts as a result of this and such. That Speak Up Conference is a huge opportunity if you go to Carol's website, SpeakUpConference.com and register for that conference this summer. Punch in the promo code, PCCT, and you'll receive an instant \$50 discount off of that conference registration. That's very generous, Carol. Thank you for that.

If you want to connect with Anne particularly to see about having her help you with the public speech you're pulling together, perhaps do some speech coaching with her, you'll find Anne online at LifeDiscoveryCoaching.com.

KIM: While you're out on the web, don't forget to visit us at ProfessionalChristianCoachingToday.com. We have with this episode as we do with each episode, a full written transcript of what you've heard today. If you are like me even just instinctively scribbling notes as they were speaking, even though I knew that there was going to be a transcript, you could save yourself a lot of writer's cramp and get all these great tips, so ProfessionalChristianCoachingToday.com. Just go to this episode about effective public speaking for coaches and you'll find the whole transcript that you can download and print out.

CHRIS: Ladies, again, thank you both for giving of your time and sharing from your heart as well as your heads with us here.

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ANNE/CAROL: It's been an honor to be on the air with you.

ANNE/CAROL: And we love nothing more than working together. It has been a delight.

CHRIS: Gang, until next time. You know the mantra, keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.