

SKILLS & WORKING METHOD

John Abulafia is an expert in Communication Skills. He is in great demand as a Management Trainer and Executive Coach in both the Private and Public Sectors. He works in the UK, Europe, the Middle East and South Africa. He works with groups and also coaches individuals one-to-one.

He brings a unique range of skills and knowledge to his work. All these are rooted in his twenty years' experience as a director of theatre and opera and trainer of actors and singers. The Performance Skills and Theory he has taught at the Glyndebourne, RADA, Guildhall, Central School of Speech & Drama, the Royal College Opera School have proved to be directly transferable to his business clients. John's career as a management trainer and executive coach now runs parallel to a directing career that includes productions at the National Theatre, English National Opera, BBC Proms, theatres and opera houses in Ireland and Israel as well as Hamburg, Prague, Poitiers, Madrid, Seville and New York.

As a trainer, the starting point for John's work is this: the moment a person stands up in front of a group of people they have initiated a Performer - Audience relationship. This is true whether they are addressing an audience of thousands, hundreds, a team, or even an audience of one. John helps his clients to understand the dynamics of this Performer - Audience relationship and how to make it work for them. They learn how to get and then keep the full attention of their audience, how to put across their ideas with authority, influence and manage their audience - all by making small changes to the way they use Space, Time and Energy. These changes have a powerful, subliminal effect on audiences. From this starting point he has created courses in:

- **Presentation**
- **Facilitation**
- **Leadership Training**
- **Team Building**
- **Diversity Awareness**
- **Train the Trainer**
- **Assertiveness Training for Managers**
- **Bid Coaching**
- **Networking**
- **Diversity**

Whilst he can deliver any of these as a standard course, John Abulafia specializes in creating bespoke courses to suit the specific training needs of clients. This is particularly true of

his work as an Executive Coach. He has, for example, created and run courses to help women executives exercise authority in an all male-environment.

John's courses are all action. There are no lectures. Clients learn by doing. He teaches using a combination of games, role-play, analysis, observation, self assessment, feedback. With each client, he pays great attention to their posture, breathing, voice and energy level. Following a course, clients are given personalised manual on the concepts explored and techniques used. The manual is designed to help the client to go on developing long after the training work is over. John's techniques help his clients to:

- **Get & Keep the full attention of audiences, teams & clients.**
- **Manage their relationship with audiences, teams & clients.**
- **Raise energy levels.**
- **Develop their voice.**
- **Run meetings more effectively.**
- **Develop gravitas, improving both impact and influence.**
- **Enhance their creativity as individuals**
- **Develop their Leadership skills.**
- **Develop creativity in others: individuals & teams**

John Abulafia's client list now ranges across several sectors. The majority are UK-based, but he also works in France, Belgium, Italy, Lebanon, Norway and Spain.

"Excellent course - and interesting throughout the two days. Would definitely recommend to others!" "The course was absolutely brilliant with John being a great teacher." "John had some amazing tips and was charismatic and enthusiastic." "Really good course - especially as it was interactive and personalised - I am considerably more confident about presenting."

Feedback from April 2009 Communications course for L'Oreal.

"I thought he was fantastic and could have listened to him all day." "I thought the way John taught was fantastic, especially the way he gave live examples." "I felt very privileged to have learnt some hints and tips from someone who has taught both opera stars and the Police - 10/10!"

Feedback from December 2008 course in Presentation for Beazley Underwriters.

CLIENT FEED BACK:

"What John provided was just what was wanted and the evaluation forms that were completed showed a very high level of satisfaction."

JOHN ACRES, Director Winchester NHS Trust.

"Fabulous – why waste words? Very well organised, helpful, easy to understand, really open, generous and a great communicator. He wasn't afraid to push us."

"He made the team feel very much at ease. He was clear and concise and his exercises."

"He gave a sense of enthusiasm to the topic; his dramatic background gave him a very interesting approach. Enough depth on one hand, but on the other was gave very practical hints as to how to improve ourselves."

"His exercises were great and if nothing else I will breathe, breathe, breathe."

"John was lovely, and one of that very rare breed of man who doesn't interrupt your sentence with something that he HAS to say. He invites you to speak before him."

Feedback from Channel Four Research Project.

"I went to the trade show yesterday and really enjoyed using the techniques we worked on together. It definitely helped me as I felt more confident and able to really lead conversations with potential clients. The whole training has been really positive for me."

NATHALIE HAYOZ, ACSN

"I thought John A's session was absolutely wonderful - insightful, interesting, fun, pragmatic and instant applicable."

"His games are such a quick way to learn and so much more immediate than the usual lecture."

"What I really enjoyed was being let loose on Shakespeare and finding out how to I have never really used my voice..."

Feedback from April 2008 symposium on Communication run by HEDRON.

"What I particularly appreciated in the coaching session on facilitation was the way you made a connection between skills that I am already able to use, like certain kinds of questioning, and the problem I've been having with conflict situations. Using different kinds of question in order to defuse conflict, simultaneously preventing one's own emotions from engaging, was truly enlightening. I can see how it will help me regain control of those difficult meetings."

Dr INGRID WASENAAR, SHM.

"I enjoyed your insights on how one relates to audiences and people around you. The facilitation techniques have proved to be very helpful. Thank you John and come back to Capetown soon to help my team."

ZANELE XABA Old Mutual PLC Capetown.

"I applied the techniques at a recent talk I gave at the Department of Health. They said that my communication was 'excellent'. Normally I get very nervous on these occasions and start to gabble. Not this time. I felt in command and confident. I used the space better, used 'One Thought, One Breath', positioned myself in the centre at the end of the room so I could see everyone and made eye contact with different groups. Your course made a huge difference – thanks!"

DAMIAN BASHER, Acting Head of Public Health, Winchester NHS Trust.

CLIENT LIST, SECTOR BY SECTOR:

Private Sector, UK

Accountancy	Aegis, RSM Robson Rhodes, Grant Thornton.
Arts:	Arts Council, Hayward Gallery, South Bank Centre
Banking:	Barclays, Coutts, JP Morgan, Lloyds Bank, Royal Bank of Scotland,
Beauty & Fashion:	L'Oreal. Unilever.
City:	London Metal Exchange, The Profile Group,
Construction:	Banner Homes, Breyer Group, ISG.
Consultancy:	Accenture, Kurt Salmon Associates, Matchett Group, QA-IQ, Whitmuir Development
Defence	Quinetiq.
Education:	Birkbeck College, Queen's University, Belfast.
Electronics Contractors:	T. Clarke.
Energy Suppliers;	BG, Total GP, Homeserve, Inenco, National Grid Transco, Shell Petroleum, Yukos Oil.
Engineering:	Fenner PLC, Mouchel Parkman, Waterman PLC.
Environmental Agencies:	Natural England.
Financial Services:	Man Financial.
Food & Drink:	Coca Cola, Masterfoods, Saxby.
Furniture:	Herman Miller, MFI.
Health:	British Heart Foundation, Diabetes UK, Healthcare Commission
Health Insurance:	HSA Healthcare, ISO Healthcare.
Health & Household:	Unilever, Boots PLC.
Home Improvements:	Kingfisher PLC.
Housing:	Richmond Housing Trust.
HR Outsourcing:	Hewitt Associates.
Industrial Safety:	Halma.
Insurance:	Assurant, Old Mutual PLC.
Insurance Underwriters;	Beazley, Lloyds Underwriters.
Internet Providers:	Thus PLC, Yahoo.
IT:	ACSN, Cisco Systems, Energis, Thus PLC.
Investment Services:	Barclays Global.
Marketing:	Brandhouse, Flow Interactive. The Future Foundation.
MBA Courses:	Birkbeck College, Bournemouth University, University of Edinburgh.
Media:	Channel 4, Walt Disney, CNN / Turner Broadcasting, Rawrip, Sky Television.
Manufacturing:	Fenner PLC, Zotefoam
Medical supplies:	Smith & Nephew.
Office Rentals:	Workspace.
Pharmaceuticals:	Goldshield. Reckitt Benkiser,
Retail:	BHS, Budgens, Morrisons.
Science & Technology:	Angle Scientific.
Service Management:	Serco.
Transport:	Tubelines. Leith Ports Authority, London Crossrail,
Telecoms:	BT, Virgin Media, Vodafone

Private Sector, International.

Beauty & Fashion:	L'Oreal. (France)
Consultancy:	Accenture (France) Amadeus (France), Kurt Salmon Associates (France, Spain, Portugal, Germany) Leading Minds (Middle East).
Food & Drink:	Masterfoods (Belgium)
Health Supplies:	Fresenius (Italy)
Insurance:	Old Mutual (South Africa)
Manufacturing:	Fenner PLC (Australia)
Sportswear:	Helle Hanson (in Oslo).

Public Sector.

Central Government:	Ministry of Defence, Department for Transport.
Police:	Lothian & Borders Police, Norfolk Police,
Local Authority:	Islington Council, Portsmouth City Council, Stevenage Council.
NHS:	Isle of Wight NHS Trust. Winchester NHS Trust.

John Abulafia's public sector work has led to an invitation from the **Central Office of Information** to join their roster of approached coaches. This entails working with a wide variety of government departments.