

# Become **INDISPENSABLE**



## **International Coaching Academy**

Established 1998 United Kingdom



## **Don't Quit**

When things go wrong, as they sometimes will,  
When the road you're trudging seems all up hill,  
When funds are low and the debts are high,  
And you want to smile but you have to sigh.  
When care is pressing you a bit,  
Rest if you must, but do not quit.

For life is queer with its twists and turns,  
As every one of us sometimes learns,  
And many a failure turns about,  
When they might have won if they'd stuck it out.

Success is just failure turned inside out.  
The silver tint of the cloud of doubt.  
And you never can tell how close you are,  
It may be near when it seems so far.  
So stick to the fight when you are hardest hit,  
It's when things seem worst that you must not

**"Quit"**



## Are You Ready to Become Indispensable?

The International Coaching Academy wants to help you to change your life. We want to show you how becoming indispensable can improve your career, your future, and your financial situation.

You may ask yourself:

- How can I get control of my time?
- How can I achieve a better financial situation?
- How can I succeed in my area of responsibility?
- How can I improve my life?
- How can I have it all?

The indispensable program is designed to show you how proven and powerful processes can be used in every area of your life to help you achieve better, faster, and easier results than you ever imagined possible. Just as the sun's rays, focused through a magnifying glass, create intense heat and fire, these processes explain how you can focus on a few key activities to maximise your intelligence and abilities and accomplish much more than the average person in far less time.

The modern world is perhaps the best time in human history. There have never been more chances for you to accomplish your goals. The level of affluence has never been higher, the average life span has never been longer and the number of options available to you has never been greater. However, these increased opportunities, combined with the explosion of knowledge and technology that has taken place in recent years, have accelerated the pace of life. Responsibilities and obligations pile up until you have too much to do and too little time. You may be earning more money and doing better than you ever have before but it often comes at a cost to your personal relationships and life satisfaction.

The indispensable programme offers the answers to the unavoidable challenges of modern life. The programme is based on more than four decades of personal experience and extensive research into the habits and behaviours of effective people. It draws upon both failure and success together with many hard learning curves to answer the question: why do some people achieve so much more than others? More importantly, it teaches you how to accomplish more in every area of your life. It shows you how to gain more respect, earn more promotions and become an unstoppable force.

Enjoy and welcome to the world of indispensable.

A handwritten signature in black ink, appearing to read "J Haynes", with a horizontal line underneath.

John Haynes  
Director of International Coaching Academy

An organisation's ability to **learn**, and translate that learning into **action** rapidly, is the ultimate competitive advantage

-Jack Welch



## What Makes Our Training So Impactful?

We are all aware of the five senses: sight, sound, taste, touch, and smell. Many people are also aware of, and may have been assessed by, traditional tests of intelligence such as the Binet-Simon test, the first practical IQ test invented by French psychologist Alfred Binet and described in his 1903 book, *Emotional Studies of Intelligence*.

However, traditional IQ testing only assesses intelligence of a scholastic nature. It fails to consider, for example, the athletic ability of a gymnast, a charismatic leader's rise through the ranks or the thought behind a sculpture created by an artist. It was Howard Gardner who proposed an alternative theory: his 1983 book, *Frames of Mind: The Theory of Multiple Intelligences*, introduced abilities such as verbal-linguistic, musical-rhythmic and body-kinaesthetic among others.

The biggest subsequent breakthrough in training and development is a process called accelerated learning. As people learn that all of Gardner's intelligences contribute to the way we take in information and knowledge, they are increasingly seeking the very best in their profession to explain how to learn new systems and pass exams.

Gardner states that "intelligence is an ability to solve a problem or fashion a product which is valued in one or more cultural settings". Similarly, the process of accelerated learning to identify which learning style matches your personal learning profile and to understand how to learn in a way that is most natural to you.

At the International Coaching Academy, we use accelerated learning in all of our courses, employing this innovative concept to help you reach your full potential. Not only are we one of the first coaching academies in the UK to use this method, we will also ensure that you find your learning journey relaxing.

There's no stress and zero pressure - just fun. You will create mind maps while listening to music and enjoy lots of interaction with others, guaranteeing that you will retain up to 95% of your new skills and knowledge along the way.

"In a time of drastic change, it is the learners who inherit the future. The learned usually find themselves equipped to live in a world that no longer exists". - Eric Hoffer



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The thing about inspiration is that it takes your mind off everything else.  
-Vikram Seth



# Inspire Others

In any organisation, big or small, the greatest untapped resource, and the most expensive, is often its people. The greatest potential for growth, productivity, performance, achievement, and profitability lies within the skills and abilities of the average person. The International Coaching Academy teaches one of the most important management functions - the ability to motivate others to reach peak performance.

Robert Half and Associates reports that the average person works at about 50 percent of capability. The other 50 percent is largely wasted in idle conversation with co-workers, by wasting time on the internet, by coming in late or leaving early, taking extended coffee breaks or handling personal business. One of the reasons for this time wastage, one of the biggest financial drains on any organisation, is that people lack motivation. They must have the urgency and direction to get the work done before anything else. This is a challenge that a determined company can resolve.

In this programme, you will learn how to use some of the very best ideas of the past 40 years to enable each member of your team to contribute effectively to your organisation. One of the things we know is that no-one can motivate another person. What you can do, though, is remove the obstacles that prevent them from motivating themselves. All motivation is self-motivation. As a leader or potential leader in your organisation, you can create an environment where the potential for self-motivation is achieved naturally and spontaneously.

After this session, you will understand the six principles of inspiring others and be well on your way to helping your organisation to become a centre of excellence.

1. How to inspire yourself in hard and difficult situations
2. The process of maximising excellent performance
3. Why people are not motivated to give 100%
4. How to inspire staff to achieve their targets
5. How to become a role model and inspire the people around you
6. Why self-confidence and high self-esteem helps you to lead.

# Imaginative Customer Service

In a forward thinking company, customers are at the centre of all planning and decision making. Everyone in the company is focused on the customer at all times. They develop an obsession with customer service. Employees communicate, interact, and stay close to their customers, understanding that continual customer contact and market research are essential to ongoing customer satisfaction.

When Buck Rodgers was the President of Operations at IBM, he emphasised that every single person in the corporation must look upon themselves as a customer service representative. Your company will be successful to the degree to which each person inside the organisation adopts this approach. This includes the people who sweep the floors, drive the vans, and answer the telephone. Each person must own the problem for the customer. Everyone who picks up the phone or comes face to face with a customer takes responsibility for that customer's problem.

There is a metaphysical law of concentration that says whatever you dwell upon grows. This means that whatever you think about and reflect upon continually grows and increases in your reality. When you focus on customer satisfaction and on making customers happy in every way possible, you continually discover new and better ways to achieve this goal.

What is your company's philosophy? Are you determined to satisfy your customers to the utmost and in the best way possible? When you think about your customers all the time, your customers will return the favour. By making your customers the central focus of your attention, you will discover faster, better, cheaper and easier ways to satisfy them, and they will reward you by coming back over and over again.

After this session, you will understand the six secrets of customer service:

1. How to delight and amaze customers
2. Understand the five deep subconscious needs of customers
3. How to be assertive yet likeable
4. How to rapidly build trust bonds
5. The methods you can use to create a lifelong customer
6. How to turn a problem customer into a long term client

**N**

Procrastination is opportunity's assassin.

- *Victor Kiam*



## Never . . . Procrastinate

Develop a commitment to hard work. Nothing will bring you to the attention of the important people in your career faster than for you to build a reputation as a person who works hard and achieves a lot in the process. A hard worker is not an antisocial person or a driven, compulsive person who burns out from stress and overwork. Rather, a hard worker is a person who doesn't waste time. They are the kind of person who, by setting clear priorities and working steadily through the day, makes every minute count.

Everybody knows who the hardest workers are in every organisation. They are the ones who are most respected, the ones who are almost always paid more, promoted faster, and get more work done in a shorter period of time. By making a greater contribution for each pound received in pay, hard workers create value for their organisation. They set an example to others and are the kind of people that bosses are proud of and want to hold onto more than anyone else.

Two extra hours of productive work each day is all you really need to invest to become one of the most valuable and effective people in your company. You can create this extra two hours by coming in earlier and staying one hour later or you can simply learn how to work smarter.

This session will furnish you with the six skills needed to maximise your performance through hard work:

1. Be focused every day and enjoy your work
2. Learn the ten skills of work success
3. How to plan your time so you can perform better and impress your boss
4. Understand how to have great energy all day long
5. How to totally love your work even in the hardest of times
6. How to complete eight hours work in three hours.

## Never . . . Stay in Your Comfort Zone

You already know that the typical person works at just 50 percent of their capability. These people often feel that the world owes them a living and, thus, move into comfort zones of underperformance. Your job is to tap into the unused 50 percent of time that the company is paying for and to channel that wasted time and energy into producing more and better work.

The purpose of a business is to get the highest return on equity from the capital invested in the company. The goal of management, therefore, is to show people the way to move themselves out of poor work habits and comfort zones.

This session will help you to understand:

1. Why comfort zones are the greatest enemy of human potential
2. How to move out of workplace comfort zones
3. Which bad habits are holding you back
4. How to create new success zones
5. The six ways to move people from comfort zones to efficiency
6. How to motivate and inspire staff to make 100% effort

**D**

I like difficult people because that means they're perfectionists and they're passionate.

*-Stephanie Sigman*



## Dealing With Difficult People

If your first goal is to live a wonderful, loving, happy, prosperous, and successful life, which is what you richly deserve, the first thing you should do is identify anything that could prevent you from achieving this wonderful goal. Surveys often reveal that many of the older generation who have not achieved this goal regret not standing up to the many difficult, obnoxious, rude, and bad mannered people they had encountered in their life. Not doing so has caused them so much sadness and stress. This must never happen to you.

It doesn't matter where you go in life. You will always encounter difficult people. They are everywhere. They upset you, are rude to you and their attitudes and actions can stay in your mind, ruining your day. This occurs from very early on in life right through to your older years. People will always be ready to put you down, undermine your confidence and make you feel inferior. It is the way of life. The only way to stop this negativity is to learn how to deal with difficult people.

This session teaches you:

1. The reasons why people are negative
2. How to handle aggressive people
3. How bullies can ruin your life
4. The six principles of dealing with difficult people
5. How to have a personality that others can get along with
6. How to stop worrying about obnoxious people

## Decision Making

Decisiveness is a key quality of effective people. No promotion or advancement is possible until a person develops the ability to make good decisions. Your ability in this area, as much as any other factor, determines the ultimate success of your career. Fortunately, problem solving and decision making are skills that you can learn.

You should begin by defining clearly what you are trying to avoid, preserve, or accomplish. What is your goal? When you are faced with a problem, get the facts before coming to a decision. What exactly has happened? How and why did it happen? What are the potential solutions to this problem, or possible courses of action?

Once you have the information, decide quickly: 80% of all decisions can be made when the question comes up. Only 20% of decisions require you to obtain more information. If you are unable to come up with an immediate response, set a deadline. Resolve to decide by a certain time. Determine whether to act yourself or assign responsibility for carrying out the decision, remembering to follow up and make sure agreed actions are carried out.

Often, any decision is better than no decision at all. If you receive new information later, you are always able to change your decision and try something else. By becoming a great decision maker, you will be well on your way to becoming indispensable.

During this session, you will learn:

1. How to make the right decisions every time
2. Why 80% of decisions should be made instantly
3. How to engage the right and left brain when making decisions
4. The seven principles of making important decisions
5. How to act when you're under pressure
6. The leadership decision making process



## FATHER TIME

I saw the old thief, Father Time,  
Came hirpling down the road,  
He had a sack upon his back;  
Lost minutes were his load,  
He opened it and showed to me,  
Not minutes, but a host,  
Of years, decades a century  
Or more of minutes lost,  
"I want to buy a year," I said,  
"And I shall pay you well."  
"If this Earth's mould were finest gold,  
to you I would not sell,  
For I have minutes stolen from Kings,  
From Milton, Shakespeare and Bach,  
How could you buy such precious things,  
Your common gold is trash?"  
He tied his sack and said,  
"Farewell, young man, I have got my fee."  
For while I tried to make him sell,  
He stole an hour from me.

*Harvey Scott*



The greatness of a man is not in how much wealth he acquires,  
but in his integrity and his ability to affect those around him positively.

*-Bob Marley*



# Integrity

The foundation of character is the quality of integrity. This means acting honestly toward others and always telling the truth. Integrity also means that you make a personal commitment to quality performance in everything you do, as an expression of the person you really are inside.

In top companies, integrity means that you live in truth with others and that you live in truth with yourself. You never say or do anything that you feel to be untrue. Having integrity also means that you never stay in or tolerate a situation that requires you to compromise your innermost values or principles. No matter what it costs, you stand up for your beliefs.

How can an employer tell what a person is really like inside? How can they determine their beliefs, goals, and values? Is it what he or she says, writes, or declares when running for promotion? It is what a person does that shows the truth about that person. Only action is truth, especially when action is taken under pressure. In Peter Drucker's words, "integrity is in a person who is acting with total honesty".

This character building session will inspire you to:

1. Demonstrate integrity in everything that you do
2. Have five clear desired goals
3. Prioritise your five most important values
4. Live in truth with yourself and your company
5. Discover why becoming a leader is part of your destiny and your values
6. Be the person who can get any job or pass any interview because of their values

# Insist on Taking Full Responsibility

The feeling of control is the concept of responsibility. People can be organised on a scale of one to ten based on how much responsibility they accept in their lives and in how many different areas. Those who score ten accept 100% responsibility for their lives and everything that happens to them. Those who score one accept no responsibility for themselves or their situation, attributing everything that happens to them to other people, the past or external factors.

Most people fall somewhere in the middle of the scale, moving up and down with each decision they make. It is not possible to imagine an effective leader who dodges and evades responsibility although it sometimes occurs among managers and lower-level employees. A direct relationship exists between acceptance of responsibility and a feeling of control. Furthermore, a direct relationship can be traced between a sense of control and the acceptance of responsibility and a sense of optimism, happiness, and personal power.

The opposite of accepting responsibility is an attitude of irresponsibility. Irresponsible people manifest this attitude by continually making excuses when they fail to perform, by seeing themselves as victims, by complaining continually about people and circumstances, by criticising other people on a regular basis and by continually blaming others for their problems. The fault never lies at their door. They are never responsible.

After this career changing session, you will understand how to:

1. Take responsibility for your own decisions
2. Become someone in complete control of their own life
3. Demonstrate to others that you take responsibility
4. Avoid falling into the trap of having an attitude of responsibility
5. Appease others while maintaining your responsibilities
6. Be a person that others look up to and trust



I have been impressed with the urgency of doing.  
Knowing is not enough; we must apply.  
Being willing is not enough; we must do.  
*-Leonardo da Vinci*

## Sense of Urgency

To become successful, you must do the same things that successful people do and avoid making the same mistakes as failures do. Only two percent of people in the average workplace have a sense of urgency. These two percent are the people who eventually rise to the top of an organisation.

When you develop a reputation for speed and dependability in everything you do, you attract more opportunities to do things of greater importance in a faster time. An average person with an average background who moves quickly when opportunity arises will eventually run circles around the people who work slowly. Working quickly will open more doors for you and help you achieve higher rates of pay and faster promotions.

Today, the primary source of high wages is talent and ability. All the money and resources flow to the men and women who demonstrate that they can get the job done and get it done quickly. By mastering these different ways to get paid more and promoted faster, you put your career on the fast track. You will progress faster than anyone else around you, moving onward and upward to turn your career into something extraordinary.

After this session, you will understand the six principles of urgency:

1. The 12 key principles of time management
2. How to develop your mind to wake earlier and move faster
3. How to say no to time wasters
4. How to get eight hours of work done in three hours
5. How to put a sense of urgency into every job you do from now on
6. How urgency can equal rapid promotion and increased income

## Sales Skills

Welcome to the new world of selling! More people are going to make more money and enjoy greater financial success in the months and years ahead in the profession of selling than ever before. Many self-made millionaires are salespeople who started at the bottom, became very good in their field and, ultimately, achieved great wealth. What these people have achieved, you can achieve too. You just need to learn how to become successful at selling.

When you emulate successful salespeople, you can obtain the same results. The first step is to understand the important factors that determine sales success or failure. It seems that in every market and selling industry, there are salespeople who continue to grow and prosper, earning a wonderful living for themselves and providing well for their families. How do they do it? They understand that change is taking place faster today than ever before. Because of ever-greater competition, the need to please ever more demanding customers and increasing price sensitivity to products and services, the companies and individuals who thrive are those who can be fast and flexible in rapidly changing conditions.

There are seven realities that you must consider in order to achieve the kind of sales results and income that are truly possible for you: there are more sellers than buyers in every field, selling is more complex than ever before, selling requires great focus and clarity, selling requires preparation, customers are demanding more and more, sales success requires multiple calls, and that closing the sale is harder.

This session addresses each of these realities and provides you with the skills to adapt accordingly:

1. The seven secrets of prospecting
2. How to be brilliant on the phone
3. How to overcome price objections
4. How to present a product or service properly
5. Become excellent at referrals
6. How to close all sales like a pro

P

An ounce of performance is worth pounds of promises.

*-Mae West*



## Perform to Hit Every Target

Why are some people more successful than others? Why do some people grow and flourish, get promoted more often, move ahead rapidly, and enjoy greater satisfaction in their work and personal life? Is the person who earns £250,000 per year ten times smarter, better, or more capable than a person who earns £25,000 each year? Of course not!

In one research study, 1,000 adults were given standard IQ tests. The most intelligent person in the sample was only 2.5 times smarter than the least intelligent of the group. The income difference, however, was astonishing. The highest paid person was earning 100 times more than the lowest paid person. Another important finding: the highest paid person was not the most intelligent in terms of IQ and the lowest paid person was not the least intelligent. To a certain point, intelligence correlates to the success or failure of the individual. After that, results come down to personal qualities, hard work, continuous learning, and excellent time management.

This programme teaches you how to be the very best at hitting your targets and always achieve results. This will help you to get promoted faster to higher levels of authority and responsibility. The highest paid and most successful people in our society use these methods and techniques. And when you incorporate them into your own routine, you put your career onto the fast track. You will make more progress in the next couple of years than the average person achieves in 20. You will be a winner.

In this session, you will learn the six rules that will help you hit your targets:

1. How to stay focused
2. How to build courage and mental strength
3. The seven skills to achieve results
4. How to set your mind on a winning path
5. Why people love achievement
6. Why results equal profit and long term success

## Performance Management

Successful managers are made, not born. They are self-made through continuous hard work on themselves. Everyone starts at the bottom and works their way up through hard work and sustained effort. You can become an excellent manager when you learn and practice the behaviours, methods and techniques of other successful managers. If you do what other successful people do, it stands to reason that you can expect the same results.

A manager is someone who gets results by working with others. A good manager is someone who does the right things in the right way. An excellent manager achieves superior results by consistently getting the best of themselves while helping others to realise their own potential in order to make a greater combined contribution to their organisation. The strength of any organisation is determined by the quality of its managers at all levels. They are the 'officer corps' of the business army. What they do and how well they do it determine the extent of organisational success.

This session reveals the secrets of a top manager:

1. How to manage large groups of people
2. How top managers use great speech to get great results
3. How managers can solve problems quickly
4. How a manager can inspire and motivate
5. How to build a winning team
6. The ten rules of delegation

## **Children Learn What They Live**

If children live with criticism,  
They learn to condemn.  
If children live with hostility,  
They learn to fight.  
If children live with ridicule,  
They learn to be shy.  
If children live with shame,  
They learn to feel guilty.  
If children live with encouragement,  
They learn confidence.  
If children live with tolerance,  
They learn to be patient.  
If children live with praise,  
They learn to appreciate.  
If children live with acceptance,  
They learn to love.  
If children live with approval,  
They learn to like themselves.  
If children live with honesty,  
They learn truthfulness.  
If children live with security,  
They learn to have faith in themselves and others.  
If children live with friendliness,  
They learn the world is a nice place in which to live.

*Dorothy Law Nolte*







# EE

Perfection is not attainable, but if we chase perfection we can catch excellence.

*-Vince Lombardi*



# Excellent Standards in **Business & Career**

Excellence is the 'giant step' in personal success and achievement. Decide what you really want from your career. Take the time to analyse your personal talents and abilities. Look deep into yourself to determine what you really enjoy doing. Identify the tasks and activities that most interest you and hold your attention. Think back over your past jobs. What have been your most satisfying experiences and your most enjoyable moments?

You are nature's greatest miracle: the result of millions of years of evolution. There has never been anyone exactly like you. You are programmed with remarkable potential and abilities that you can develop to achieve excellent standards in anything you do. You have been engineered for success from birth and have within you deep reservoirs of untapped talent and skills. You have the capacity to be, do and have virtually anything that you put your mind to but you must first decide exactly what you want and dedicate yourself wholeheartedly to reaching your potential.

When deciding what you really want, practice idealisation. Project yourself forward five years and imagine that you are doing the ideal job, with the ideal people, for the ideal salary and under the ideal conditions. What does it look like? Define your ideal clearly and then determine what you must do to make your ideal situation a reality.

This session unlocks the secret to achieving excellent standards in the job of your dreams:

1. Why excellence is a journey not a destination
2. How to find work activities that suit your personal talents
3. Understand the ten key principles of success
4. How to use key skills to earn rapid promotion
5. The five secrets of high achievers that will increase your income
6. How to plan and use your time to gain a management position

## Excellent **Strategic Planning**

Your success in life is determined to a large extent by your ability to think, plan, decide and act. The stronger your skills are in each of these areas, the faster you will achieve your goals and the happier you will be. Personal strategic planning is the tool that takes you from wherever you are now to wherever you want to be.

The difference between people who use personal strategic planning to organise and direct their lives and those who don't is like the difference between people taking a train and plane. Both modes of transport will get you from A to B but the plane will get you there faster and without frequent stops. Skills in personal strategic planning is not something you are born with but rather are something you can learn.

With practice, you can master the many different elements that equal success in personal strategic planning, achieving a rhythm of thinking and acting in a certain way for the rest of your life. When you do acquire this rhythm, you will achieve extraordinary results. Your life and career will take off and the sky is truly the limit.

This session uncovers the six magic principles of strategic planning:

1. How to be excellent at planning projects
2. Why planning saves up to five hours each day
3. The seven systems of strategic planning success
4. How to plan your business and financial projections
5. Why failing to plan is planning to fail
6. How targets can be achieved through excellent strategic planning

# N

The best move you can make in negotiation is to think of an incentive the other person hasn't even thought of - and then meet it.

*-Eli Broad*

# Negotiation

Your ability to negotiate often determines your success. Negotiating is a key skill that affects everything you say and do and almost all your interactions in both your personal and business life. If you cannot negotiate well in your own interests, then you automatically become the victim of people who are better negotiators than you. You can always increase your income or get a better deal if you are good at negotiating.

Life may be viewed as one long extended negotiating session. Negotiation never stops. It is a major part of the business of living and communicating with others. It is how individuals with different values and interests can find common ground. Fortunately, negotiating is a skill and all skills can be learnt. Everyone who is an excellent negotiator today was likely once a poor negotiator. The more you practice negotiating, the better you will become. And as you achieve better and better results, you will feel happier, have more self-confidence and feel more in charge of your life.

One of the most powerful ways we learn is to contrast and compare what we are doing now with what we could be doing. Think of an important area where you are negotiating in your personal or business life today and, as you complete this course, think about how you can use the techniques you learn to achieve a better outcome or result. As you put these ideas into practice, you will be astonished at how much better the negotiation works out for you.

This session highlights the six principles of negotiation:

1. How to banish fear, anger and greed while negotiating
2. Create a perception using expertise, authority, time, and reward or punishment
3. Out negotiate anything using a structured approach
4. Why wrong assumptions are behind every failure
5. How to negotiate a pay rise
6. Ten dynamic ways to negotiate like a winner

# New Perfect Selection Strategies

Choosing the right person for the job is an important decision. Having the right team in place can help accelerate your own career, enabling you to be paid more and promoted faster. You should look upon accepting and selecting the right candidate as if you were entering a marriage. The person you choose will potentially have an enormous impact on how much your career or business grows.

If you learn the skills of selection, you stand to enjoy your work more, gain rapid promotion and enjoy greater levels of success. You should always interview any candidate carefully to ensure that they are the kind of person you would enjoy with. They should be someone whom you would respect, someone who is friendly and supportive and someone who you can depend upon to help your organisation move forward.

Where possible, you should talk to people with whom the candidate has worked with in the past to check their background. Ask for a candid assessment of the person. You are looking for very specific qualities, among them integrity. Your selection skills may well end up being the number one priority for you.

This session reveals the six principles of selection:

1. The SWAN technique
2. Seven ways to recruit the right person
3. The '3 people, 3 times, 3 places' technique and why it works
4. How to analyse body language
5. Would you take this person home for Christmas dinner?
6. The three-month honeymoon period

# S

Courage is resistance to fear, mastery of fear, not absence of fear.

*-Mark Twain*

# Speed Up With Effective Time Management

Time management is a tool you can use to build a great life - one that is marked by high achievements, accomplishments, and tremendous satisfaction. It is a vehicle that can carry you from wherever you are now to wherever you want to be. Time management is a set of personal disciplines that, once mastered, will enable you to be anyone, have anything you want or need, and achieve pleasure and happiness in life.

This course is the result of many years of research into the disciplines of personal effectiveness and a great deal of experience in sales, marketing, and management of large teams within a thriving corporate environment. It has been designed to give you every tool that you will ever need to become excellent at managing your time, both at work and in your personal life.

In this time management session, we ask you to read, write and think about how you can apply these ideas immediately. Underline key points, make notes, and implement the action exercises at the end of each session. Be prepared to use accelerated learning techniques to memorise and internalise these valuable items permanently. Once you have understood the techniques, you will be ready for a lifetime of increased personal efficiency and high achievement.

During this session, you will learn the six principles of time management:

1. The most valuable use of your time
2. How the golden hour can save you three hours
3. Plan with the A-B-C-D-E model
4. How to eliminate time wasters
5. How to say no!
6. Eating your live frog

## Self-Mastery

True character or self-mastery requires the self-control and self-discipline of delayed gratification. Self-mastery never seeks out something for nothing - easy money or quick riches are not the goal here. Self-mastery requires that you are willing to suffer short-term pain for long-term gain as opposed to the more common short-term gain for long-term pain.

The much sought-after American speaker Albert E.N. Gray said that successful people were those who made a habit of doing the things that failures didn't like to do. What were those things that failures didn't like to do? As it turns out, they were the same things that successful people disliked. Successful people did those things anyway because they understood they were part of the price of success. Keynote speaker Denis Waitley adds that successful people do what is goal-achieving, failures do what is stress-relieving.

The good news is that character is like any discipline. The more you practice it, the sooner it becomes a permanent quality. Sow a thought and you reap an action. Sow an act and you reap a habit. Sow a character and you reap a destiny.

Self-mastery will allow you to become indispensable. The secrets you will learn in this session show you:

1. How to become a role model of self-mastery
2. Why you should start early and finish late
3. How to self-sacrifice to achieve results
4. How to be a reliable person
5. How to achieve your goals
6. Why self-mastery will get to the top







## Slow Dance

Have you ever watched kids on a merry-go-round,  
or listened to rain slapping the ground?

Ever followed a butterfly's erratic flight,  
or gazed at the sun fading into the night?

You better slow down, don't dance so fast,  
time is short, the music won't last.

Do you run through each day on the fly,  
when you ask "How are you?", do you hear the reply?

When the day is done, do you lie in your bed,  
with the next hundred chores running through your head?

You better slow down, don't dance so fast,  
time is short, the music won't last.

Ever told your child, we'll do it tomorrow,  
and in your haste, not see his sorrow?

Ever lost touch, let a friendship die,  
'cause you never had time to call and say hi?

You better slow down, don't dance so fast,  
time is short, the music won't last.

When you run so fast to get somewhere,  
you miss half the fun of getting there.

When you worry and hurry through your day,  
it's like an unopened gift thrown away.

Life isn't a race, so take it slower,  
hear the music before your song is over.

*David L. Weatherford*

A

People may hear your words, but they feel your attitude.

*-John C. Maxwell*

# Accountability

Accountability is necessary for you as an individual and for your organisation. Core competencies are the foundation of business success and of organisational and personal accountability. You need to understand that whatever got you to where you are today is not enough to keep you there.

Whatever the reasons for your success today, you will need to be doing things much better one year from now if you want to survive, much less grow in your industry. Start with yourself by asking the key question that can help you to move ahead: which single skill, if I was consistently excellent at it, would enable me to make the greatest possible contribution to my business? Ask this question of yourself regularly and encourage everyone in your team to do the same. Then ask the same question of your organisation: what one skill or competence, if we were exceptional at it, would most help us increase our sales and profitability. Then be accountable for making it happen.

“Our only real competitive advantage is our ability to learn and apply new skills faster than our competitors”.

This session equips you with the six principles of accountability:

1. Why you should be accountable for your own performance
2. How to demonstrate your accountability to your employer
3. How to gain respect and become a true leader
4. The seven ways to become accountable
5. Why success is a result of being accountable for results
6. Why you must change your habits to succeed

# Attitude

The Canadian psychologist Sidney Jourard said that your attitude and personality accounts for up to 85 percent of your success in the workplace. Your progress, how much you are paid and how fast you are promoted is often largely determined by how much people like you and want to help you. People who are cheerful and optimistic are always more liked and respected than those who are critical and full of complaints.

How well you get along with others and how well you perform as part of a team can attribute a great deal to your overall success. Your pay and promotion will be greatly influenced by how well you cooperate with others at every stage of your career. The very best team players seem to be those who are pleasant, positive, and supportive of their co-workers. They have high levels of empathy and consideration and, thus, are the kind of people that others want to be around, work with and help to get ahead. A positive, friendly person is always more readily noticed and appreciated by superiors who can help to boost their careers. Additionally, a positive person receives more support from co-workers and staff.

A person with a positive mental attitude tries to look for the good in every person and every situation. They look for something positive or constructive or for a valuable lesson in every problem. The habit of finding something worthwhile in every setback or difficulty helps keep you optimistic and cheerful. It keeps you future and action oriented rather than backward or blame oriented.

After this life changing course, you will know the six secrets of a great attitude:

1. How to have an attitude that likes and wants to work with others
2. How to banish insecurities, doubts and fears
3. How to solve problems and be strong in a crisis
4. How to be someone that people want to work with
5. How to have an attitude of gratitude and have a job for life
6. How to build self-confidence and self-esteem

# B

Be able to delegate, because there are some things that you just can't do by yourself.

*-Meghan Markle*



## Blissful Delegation

The ability to delegate is a key attribute of effective management. If you cannot delegate effectively, it will not be possible to fulfil your potential as an executive. Management is defined as getting results through others. Inherent in this definition is the idea of effective delegation of tasks, duties, and responsibilities to your staff. Your ability and willingness to delegate is crucial to your advancement and to your success in business.

Many managers have difficulty delegating. They are often unable or unwilling to delegate, greatly limiting the chance of advancement. Since the alternative to delegating is doing it yourself, these managers end up being unable to make their full contribution to their organisations. Delegation has a variety of benefits and advantages. It allows you to expand your work scope from what you can personally do to what you can control or manage. In turn, this allows you to concentrate on the quality of results and will, ultimately, help determine your income, position, and satisfaction in your work.

The indispensable programme will help you to become excellent at delegation and increase your ability to make a significant contribution to your organisation. It will introduce you to a series of key ideas and techniques that you can use to become a more effective delegator. Each of these methods are time-tested and proven to work. By practicing these techniques, you will soon reach the point where people view you as one of the best delegators they know.

This session reveals the six success principles of delegation:

1. How to perform excellent delegation
2. Why people don't delegate
3. The easy methods of delegation
4. 'MBWA' to achieve results
5. How to teach others to solve problems
6. How to save three hours each day by delegating

## Brilliant Public Speaking

Your ability to speak to an audience is essential to your success. Speaking well can garner the respect of others and make you more valuable to your organisation. Excellent speaking is a learnable skill. The best news? Public speaking is enjoyable to learn. Many competent speakers - those who appear confident and articulate in front of an audience - were once terrified of standing up and speaking in public. Everyone who is doing well was once only learning.

When you learn to speak effectively, your self-image improves as well. Your self-image is your inner mirror - the way you see yourself and think about yourself prior to and during any event. The more positive your self-image, the more competent your performance. The very act of visualising yourself performing at your best prior to any event or activity will improve your performance.

After this session, you will know the six secrets of brilliant public speaking:

1. How to speak confidently to large groups of people
2. How body language and eye contact can enhance your speaking
3. How to project your voice
4. How to control your nerves during stressful events
5. How to practice the WOMBAT model
6. How to control your voice and breathing to get a standing ovation



Leadership and learning are indispensable to each other.

*-John F. Kennedy*

# Leadership

The ability to lead is often a key requirement for success in any career. In simplest terms, leadership is the willingness to be accountable for results and to fulfil that responsibility, no matter what the external situation or pressure.

A leader is someone who is willing to do what it takes to get great things done. It often doesn't happen on the first or second try. Leaders expect to fail over and over again. They don't like it but they don't quit when things don't work out. In fact, it is during difficult economic times and major crises that your character as a leader will really stand out. Why?

In tough times, your competitors run for safety and survival instead of focusing on their responsibilities. Weak people pay less attention to quality. They slash back service and invest less in innovation. They cut back on staff at all levels. As a result, there are more great people available to work with you.

After this inspiring leadership session, you will understand:

1. The 12 leadership behaviours
2. How to deal with difficult people
3. How to handle yourself in a crisis
4. The nine systematic steps of problem solving
5. How to lead a winning team to achieve all targets
6. Why leaders achieve high profits

## Leaders' Communication Skills

Your ability to communicate effectively with others is key to success in all areas of your life. Fortunately, the ability to communicate well one-on-one, in meetings and in front of a group is a learnable skill. You can take specific actions to become a better communicator.

1. **Write Well:** Written communication requires clarity, brevity, simplicity, and accuracy. Regular practice can improve your writing skills. Numerous excellent courses and books on business communications are available to help you in this area.
2. **Speak Well:** Learn how to stand up in front of an audience and speak effectively and persuasively. The indispensable course will show you how. People who can speak on their feet advance more rapidly than people who lack this ability.
3. **Sell Your Ideas:** All top people are good at selling ideas. When you are selling your ideas to others, begin by asking what is in it for them. Always present your ideas in terms of the benefits available to your audience.

Being Indispensable is being an excellent communicator.

# 1E

Problem-solving becomes a very important part of our makeup  
as we grow into maturity or move up the corporate ladder.

*-Zig Ziglar*

## Excellent Problem Solving

Whenever you have a problem or a crisis in your business or career, remember that everyone is watching you. In such a situation, you have an opportunity to demonstrate your qualities and character as an indispensable leader. Your job is not to react to negative situations but to respond calmly and effectively, keeping yourself and others focused on solutions and doing a good job. If you want to be a great leader and want other people to be effective and efficient, then you must be a person who can solve problems effectively.

By doing so, you will be more effective and in control. Instead of worrying about that stressful problem, you will be able to solve the problem quickly and confidently, leaving you more time to set clear priorities, work on important tasks, and demonstrate diligence for all to see. You cannot expect other people to perform at any higher level than you perform on a day-to-day basis. As an indispensable person, you must be courageous and make firm decisions.

After this session, you will know:

1. How to perform in a crisis
2. How problem solving skills will change your life
3. How to control your emotions
4. How to save your reputation by offering clarity to any situation
5. How to make the right decision
6. How to banish worry from the workplace

## Excellence Through A Balanced Life

Some of the most important factors for happiness, health and high productivity in life are balance and moderation. As Shakespeare said, "There is more to life than simply increasing its speed".

The main purpose of learning and practicing to be indispensable is to enhance and improve the overall quality of your life. It is to increase the amount of pleasure and happiness that you experience. Improving the overall quality of all areas of your life should be your main goal.

Your health is extremely important. No amount of success in business will compensate for ill health. Take time to eat the right foods and get regular exercise and recreation. Sometimes the best use of your time is to go to bed early and get a good night's sleep.

Finally, and perhaps most important of all, you must take time for your relationships. The people you care about and who care about you are the most important parts of your life. Never allow yourself to get so caught up in your work that you ignore the importance of key relationships with your spouse, children, and close friends.

An excellent life is a life that is in balance. If you spend ample time preserving and enhancing the quality of your relationships, you will find that you get more joy, satisfaction, and enjoyment out of your life than if you allowed your work to pull your personal life out of balance.

A wise old doctor once observed, "I never spoke to a businessman on his deathbed who said that he wished he had spent more time at the office".



## **Being indispensable is a learnable skill if you take massive action**

Successful people are made, not born. You can become an indispensable person and a leader in your work and personal life if you learn and practice the behaviours, methods and techniques of other successful people and leaders. The ideas contained in the Indispensable program are based on more than four decades of research and experience in large and small companies. If you recognise that you are deficient in any of these areas, resolve to do something about it. Read a book, take a seminar, listen to an audio program, or ask for advice from someone you respect. Your career success may depend on it.

### **Decide to act today...**

1. Decide today to become an excellent employee. - What one skill would help you the most to get better results in your position?
  2. Decide today to become an excellent public speaker and communicator. - What would be your first step?
  3. Manage your time more efficiently. - What could you start doing more of or less of to be more productive?
4. What tasks should you be accountable for to free up more of your time. - When will you resolve to take full accountability?
  5. What is the most important decision you must make right now - What are you going to do?
  6. What is the most important area of your life that you should concentrate on improving?
7. Practice moving out of comfort zones and stop those bad habits. - Which comfort zones and habits must you stop?
  8. What important decisions do you need to make to become indispensable?
  9. When will you start having a sense of urgency and complete eight hours work in three hours?
  10. Practice excellent problem solving which will lead to a great balanced life

Thank you so much for joining me in the journey of becoming Indispensable. Now go and have a great life



“

**WE ARE  
INDISPENSABLE**

”



# Bespoke your programme

## with our additional modules

1. Build a Championship Team
2. Focus on Results in all areas of your life
3. Develop a positive mental attitude
4. Simplify your work and time
5. How to improve your attitude and behaviours
6. Perform at your best by having a balanced life
7. The major skills of improving all relationships
8. How to create 60 hours of your time each month
9. Start a mental fitness programme
10. Replace a bad attitude with a good attitude
11. Become an assertive decision maker
12. Prepare for promotion by having the correct skills
13. Improve memory and save time with mind maps
14. Become brilliant at speed reading
15. How to become brilliant at speaking in public
16. The ways to Face your fears, self doubts
17. Become a team player not a loner
18. Stop procrastination - it is the thief of time
19. Be in loving relationships for the rest of your life
20. How to raise self-confident children
21. Teach all ages with Accelerated Learning
22. Be financially secure by using the wedge theory
23. Confront the people who make life hell
24. How to have high energy all day long
25. Why creativity means improvement
26. How to trigger great ideas
27. Neutralising worry situations
28. Opportunities are unlimited
29. The key to increasing your income
30. Test marketing your product or service
31. Six ways to find a new product
32. An accumulation of skills for promotion
33. The major obstacle to financial success
34. Who are your three bosses
35. Leveraging your financial potential
36. The two rules for business start-ups
37. Partnering for profit
38. 7 simple steps to small-business success
39. Unlocking your creativity
40. Connecting deeply with others
41. What the best bosses do
42. Be a negative optimist
43. 8 great ideas for multi-level marketing
44. Three reasons for business growth
45. Two quick techniques for market research
46. Increasing your value
47. Make every minute count
48. One hour a day makes a difference
49. Removing the two blocks to creativity
50. An accumulation of riches
51. Trust your intuition
52. Opportunities are unlimited
53. Thinking out of the box
54. Four strategies to find a new business
55. The parable of the talents
56. Starting small
57. Break-through thinking
58. Learn how to buy and sell

# The Disciplines of Leadership Excellence

1. The discipline of mental strength
2. The discipline of clarity
3. The discipline of control
4. the discipline of character
5. The discipline of competence
6. The discipline of competitiveness
7. The discipline of creativity
8. The discipline of courage
9. The discipline of caring about people
10. The discipline of change management
11. The discipline of concentration
12. The discipline of personal excellence

# Skills for Managerial Effectiveness

1. Management without stress
2. Focus on key result areas
3. Set standards of performance
4. Concentrate your powers
5. The vital functions of management
6. Management by objectives
7. Management by exception
8. Delegate effectively
9. Build peak performers
10. Achieve managerial leverage
11. Select the right people
12. Stop incompetence
13. Hold effective meetings
14. Build team spirit
15. Make good decisions
16. Remove the obstacles to performance
17. Become a role model
18. Brainstorm for solutions
19. Negotiate like a professional
20. Communicate with clarity



# Testimonials

International Coaching Academy has been providing me with strategic leadership training using an effective bespoke management training programme for the past 12 months. This diverse programme has provided me with differing skills and knowledge leaving me with a strong sense of the importance of leadership skills, team working and relationship building which underpin the primary responsibilities of my current job role. The course content is thorough and is extremely well delivered. I would have no hesitation in recommending the International Coaching Academy to provide a series of strategic leadership development programmes to any Public Sector Organisation.

Steve Rotheram, Metro Lord Mayor

I have worked with John Haynes for over 15 years now in a variety of roles. John and his team have range of skills that they can deploy. What I have found the most useful is his expertise in the area of "soft skills". Helping people to realise their potential and opening their minds to what can be achieved by having the right mindset and attitude. John has made a big impact on my teams over the years and has helped us to achieve our targets and of course improve our bottom line

Barrie Kelly, Chief Executive, Visit Greenwich, London

It would be fair to say that I have benefited greatly from these courses, primarily as a result of the quality of the programmes that have been offered by the ICA and the personal enthusiasm and skills that you John bring to the subject. It is a result of this that I have actively encouraged more of my team to work with ICA and I know that they too are benefiting from working with you too. I look forward to maintaining and developing our work with the ICA and hope that the organisation continues to grow in the future.

Chris Brown, Director of Marketing Liverpool

There are speakers and there are speakers and when only the best will do, it has be John Haynes. My executive team and I still to talk bout our experience of John..... the passion he shares, the belief he instils, his extraordinary ability to make what seems impossible possible with 'can do', 'will do' mentality. He is quite extraordinary and has a unique style and flair which we believe is second none in his field. Leadership gold and magic at that.

Carl Wood, Managing director, Trinity Mirror North West and North Wales





## International Coaching Academy

The International Coaching Academy was founded in 1998 due to popular demand. It was launched at Sir Paul McCartney's LIPA, with a specially written musical called Life Changes. The academy is held in high regard in the worlds of both business and education. Everyone should have access to a successful life and career that is beyond their wildest dreams.

The International Coaching Academy helps people to break the shackles that are holding them back from exploiting their natural talents and happiness.

### Mission statement

To inspire, motivate and develop one million people to live to their full potential.

### Vision

People discovering self-confidence and self-motivation using our principles of success, going on to coach and develop others and contributing to a new, exciting and loving world.

### Values

Honesty  
Dependability

Integrity  
Self-actualisation

Excellence  
Self-development

### John Haynes Managing Director

Former blue chip director, John is one the world's premier business consultants and a personal success expert. He has devoted four decades to developing people in truly pioneering, leadership and management methods. He is the inspiration behind our ever growing international team.



**“Tell me and I forget. Teach me and I remember. Involve me and I learn.”**

Benjamin Franklin



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