



Hi there and welcome to the May AM Edition.

Last month I presented a virtual keynote at the Professional Speakers Association 2021 conference. Before the presentation I felt nervous, and just a little bit anxious, knowing I was about to 'be on show' for hundreds of my professional speaker colleagues across Australia and around the world - including Glen Capelli and Amanda Gore, two of the world's leading speaker educators and trainers that I have been fortunate to have been mentored by over the years.

I spoke about what the StriveStronger team and I have done to totally transform our business model based around 3 key areas, including:

1. Beginners Mind

2. Digital Backflip
3. Managing Energy

Before the presentation, I implemented several performance strategies including regulating self-talk, diaphragmatic breathing and staying calm, which are 3 of the 12 essential mental skills Dr Nicola Gates and I teach in our new program, Mental Skills Academy (more about this next month), to ensure I was in the performance sweet spot when the presentation started.

Post-presentation I was humbled and taken aback by the feedback. I know we have been working over-time the past 18 months digitising our business, but I think receiving positive feedback and even being asked to mentor a number of my colleagues to assist them to move into the virtual world (see 11 tips below on how to communicate in a virtual world), gave me permission to catch up with what we have done.

After the PSA presentation, I was asked by a number of people if I was available to help them amplify and scale their business. Most weeks I receive a message or two from someone wanting to know how to... write a book, create an online presence, land regular media segments, launch a podcast, build a speaking business, create authentic IP, sign up coaching clients, create scalable products and build a business to sell. Due to this demand,-we will be launching [Business Mastermind](#), a course that teaches information experts how to grow their business. Being an entrepreneur is not for the faint hearted, but is incredibly rewarding and I am excited about helping others on their journey.

Keep striving,



In this month's AM Edition you can:

WATCH – PSA Virtual Keynote

READ – 11 Tips to Run Successful Video Conferences

LISTEN – How to Create a Winning Podcast with Chris Ashmore

ENGAGE – Business Mastermind



PSA Virtual Keynote

This is a 5-minute summary of the 45-minute virtual keynote I presented.

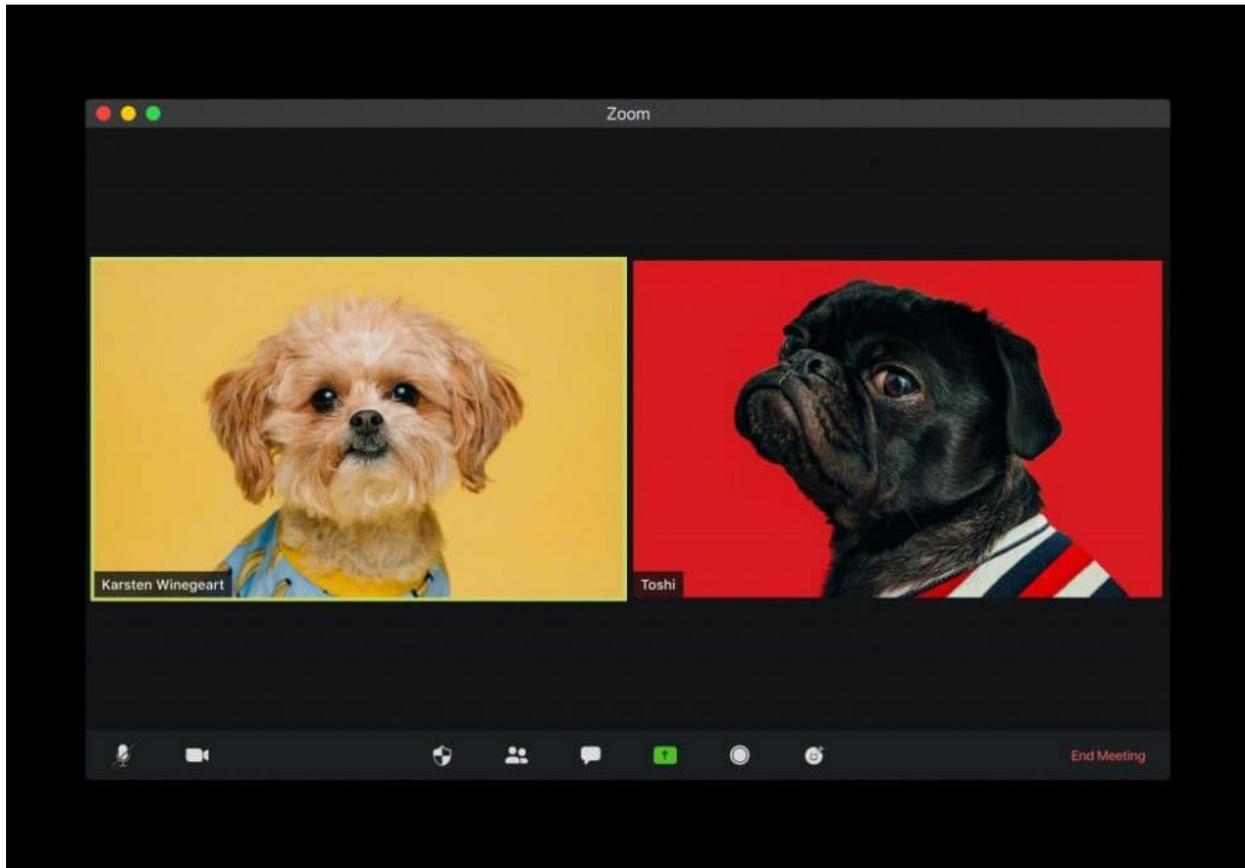


We have noticed companies shifting back to running live events again. If you have an upcoming conference or off-site and are looking for a speaker, I'd love to talk about how we can support your next event from delivering an inspiring [keynote](#), through to partnering with you for a transformational [Conference Experience](#).

[Watch the full video here](#)



11 Tips to Run Successful Video Meetings



Video conferences have largely replaced the previously dreaded back-to-back office meeting. And they felt fun to start with. Working from home was novel. Waking up 10 minutes before the first meeting of the day. And if you get the angle right, you didn't even have to wear pants.

But the novelty soon wore off. Waiting for people to log on, troubleshooting tech problems and connectivity issues, or waffling aimlessly until the person speaking gets to the point. Then there is incessant speaking over the top of each other and constantly waiting for meetings that have run overtime to finally wrap up.

Virtual meetings are here to stay and we need to manage them in a way that represents the brand for which we work. Rather than despising video meetings, make it a challenge to make them more effective, enjoyable, and professional.

I have recently started coaching executive teams on how to improve their online presentation skills and digital engagement. If you'd like more information about this service, please let us know. In this blog article, I share [11 tips on how to run a successful video conference](#).

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

Virtual Communication Mentoring: I have recently started mentoring business leaders and teams on how to ramp up their online presence and professionalism. If you'd like more information about this service, let us know.



How to Create a Winning Podcast with Chris Ashmore



Have you ever thought about starting your own podcast?

Or what are the benefits of starting a company-sponsored podcast?

Or do you want to know what really makes a good podcast?

In this [podcast](#), I interview Chris Ashmore about what makes an impactful podcast. Chris Ashmore has interviewed some of Australia's leading business experts, edited hundreds of interviews and produced dozens of audio programs and podcasts.

He is a Senior Producer at SoundCartel and an acclaimed judge at the Australian Podcast Awards and The Webby Awards. For over 10 years Chris has produced interview-style

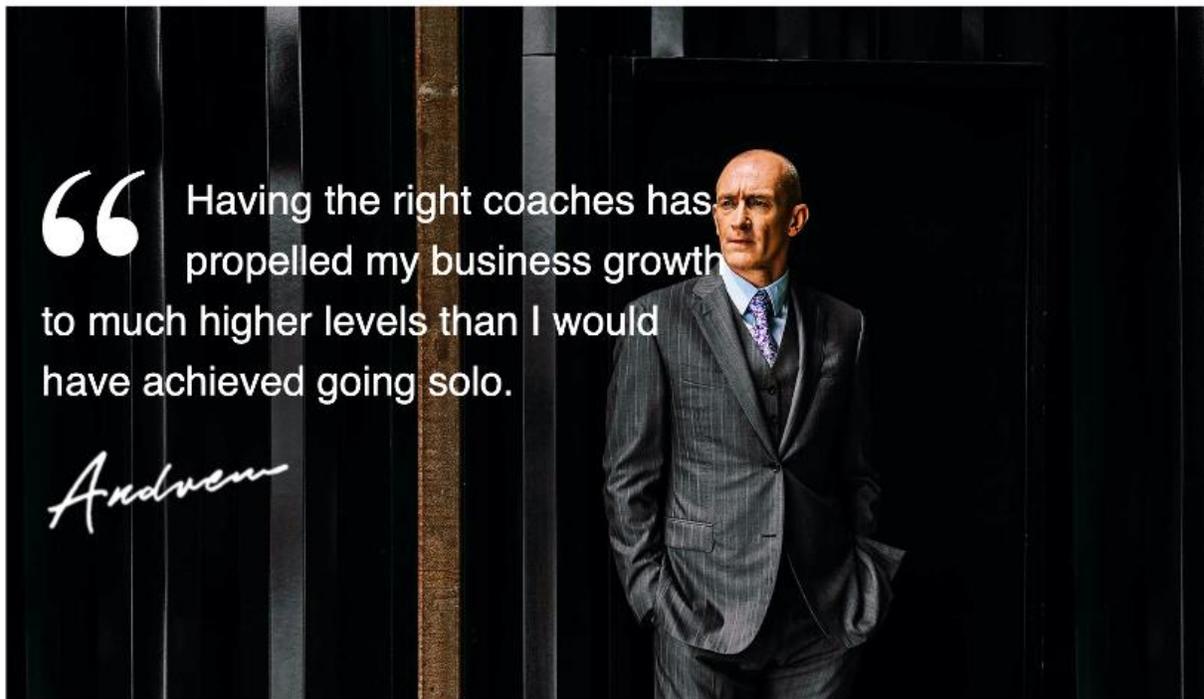
audio programs and podcasts for brands including Australia Post, Officeworks, REA Group, the Australian Government, the Royal Australasian College of Surgeons, the Olive Wellness Institute and Melbourne Food & Wine Festival.

[Listen to the full episode here](#)



Business Mastermind

On 1st July we are launching a program to help speakers, coaches, educators, trainers and information experts amplify their business and make more money. [Business Mastermind](#) is a 12-month coaching and business growth accelerator. The first intake commences 1st June 2021 and there are limited numbers. The pre-requisite is you must already be making over \$250K and there is an interview process to join.



[For full details click here](#)

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