



## The Evolution of Coaching

Everything starts with a conversation and so the quality of that conversation determines everything. When tennis coach Tim Gallwey started experimenting with his coaching conversations back in the seventies he inadvertently triggered a movement that led to the contemporary culture of non-directive coaching now used widely across industry. Coaching develops the ability to learn without being taught and is not only a powerful tool in business but is gradually evolving into a new way of communicating.

This year The Association for Coaching celebrates its tenth year anniversary and to commemorate its fantastic contribution to the evolution of coaching, the association has made a film which I was very privileged to be a part of. You can watch the film [HERE](#).

### Quality News

A new quality standard for business continuity management [ISO 22301] has just been released while the quality standard for Market and Social Research [ISO 20252] was updated. For more information on ISO Certificates please email me on the address below.

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[DavidFinney@TheEnergyofConversation.co.uk](mailto:DavidFinney@TheEnergyofConversation.co.uk)

## BRAND News

- **Facebook** reached 900 million users and is on its way to reaching its first billion before 2013. The company is rumoured to be testing a new Want button
- **Unilever** have been working with the British government and academic researchers into finding undiscovered nutrients from a diet observed from The Stone Age.
- **Samsung** overtook Nokia as the number one mobile phone company in the world
- **Walt Disney** released The Avengers which contained sixteen product placement shots
- **McDonald's** launched a new healthy drink called Fruitizz which was criticized for being heavy on sugar
- **Virgin Atlantic** became the first British Airline to allow mobile phones conversations during flights
- **Manchester United** was named the world's most popular soccer franchise in a Kantar global survey (54,000 respondents from 39 countries )
- **Microsoft** released details of their new tablet called Surface
- **Burger King** announced that their new menu had created a 60% increase in profits

## BUSINESS INFORMATION through the Media

The Energy of Conversation has published an article on improving the quality of meetings at work: [READ](#)



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## MUSIC AT WORK – distracting or beneficial?

### Is listening to music in an office environment distracting or beneficial for work performance?

Research supports both arguments: it can be distracting, but it can also help to reduce other office distractions. Music at work can provide frequent experiences of positive mood and can be a tool to manage distractions. However, if employees are forced to listen to music at work – or to a particular genre – music can have a negative impact on productivity, reduce job satisfaction and may even cause stress.



Stress is now the second biggest cause of short term absences costing the UK economy 10% of the total annual GDP. And so the power of choice in a musical sense is something managers can benefit from recognising. Want happier, more productive workers? Consider turning the music on and invite staff to choose the channel!

### Article by Dr Anneli B. Haake

*Dr Anneli B. Haake, BA (Hons), PCHE, PhD is a researcher, lecturer, workshop facilitator and Swedish translator who is currently working as a consultant for the Performing Rights Society in Sweden. She was recently interviewed on BBC Radio Scotland. For more information visit [www.musicatwork.net](http://www.musicatwork.net)*

## SOURCES OF INSPIRATION:

### Hope Powell, Women's Football Team Coach for England & Team GB

**Hope Powell** – Team GB Olympic Women's Football coach – was appointed as the first ever full-time National Coach of the England Women's team in June 1998. An experienced international with 66 caps and 35 goals, Hope was the youngest ever England coach and the first female England coach. In 2003 she became the first woman to achieve the UEFA Pro Licence - the highest coaching award available while in 2002 she was awarded an OBE and a CBE in 2010. Hope is also patron of the 'Kick It Out' campaign (to remove racism from football).



In 2006, Hope led England to the following year's Women's World Cup Finals in China and then masterminded England's route to the Final of the 2009 European Championship in Finland, qualifying again for the 2011 World Cup Finals. This run to the last eight, alongside victories over the higher-ranked USA and Sweden, saw England climb to a new record World Ranking of sixth. I am delighted to welcome Hope as my special guest in this summer issue as she shares with us her 5 sources of inspiration:

- BOOK - **"The Help" by Kathryn Stockett**
- PERSON - **My mentor in sport, Alan May**
- RECORD - **Anything by Luther Vandross**
- FILM - **The Shawshank Redemption**
- PLACE - **Jamaica**

*Thank you for reading ENERGY News and my thanks to my special guests in this issue. If you have enjoyed reading the articles please visit and like my new Facebook page, your feedback is welcome.*

*best regards,*

*David @ The Energy of Conversation*

