

*Newsletter*

PSASA



PROFESSIONAL  
SPEAKERS  
ASSOCIATION  
OF SOUTHERN AFRICA

## PSASA Newsletter August 2009

Hello PSASA community

Spring has arrived in South Africa, bringing with it that special feeling that gives us an extra skip in our step. There are effectively three operating months left of the calendar year, so it's a time to enjoy, clean out, work hard and have fun. It's also a time to accept whatever changes are happening and grow with the flow.

I have shared some sentiments about recent events below, plus there is a string of regular features for your benefit.

Robin Wheeler

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### *The Presidential Posting by Gustav Gous*

#### **The Best Speaker?**



This presidential posting comes from Dubai – the city of world records: The highest building in the world (the Burj Dubai, 818 meters); the highest and only 7star Hotel in the world (the Burj al Arab, 321 m), a ski slope in the middle of the desert, the man made Palm Island (one of three) – one of the only human structures visible from space - the other being the great wall of China. The thing I appreciate about Dubai is that it doesn't want to be better than other cities, it wants to be better than itself. The ruler of Dubai, Sheik Mohammed al Maktoum ( or as my wife calls him: Sheik Alamagtag al Maktoum) and his father will go down in history as some of the greatest visionary leaders of all time. I remember the day when I witnessed when the Burj Dubai officially became the highest building in the world reaching 102 floors, surpassing Taipei 101 (509 m). On that very day when they became the best, they had already

plans in place to build an even higher building – to improve on themselves. And even after the global credit crunch, Dubai is not only standing, but recovering.

Why all of this information about Dubai? Speakers also want to be the best. But who is the best speaker in South Africa? Is it the PSASA members with the CSP award to their name? Or the Speakers Hall of Fame accolade? The other day I was reluctantly pulled into a conversation with the undertone of: CSP speakers are actually not the best, the best ones are actually those who make the most money. It made me think: Who is the best speaker in South Africa? Is it the one with the best audience ratings: At least 10 out of 10 or close to it for your last 0 presentations. Or is it those with the best qualifications and content? Only PhDs can qualify for this assuring great research content. Or is it the speaker with the highest media profile? The most well known one with the best TV personality? Or is it the one with the greatest impact in the country's destiny, like Clem Sunter, who changed the course of South Africa's history by presenting to both sides of the political spectrum in the change-over times in South Africa?

And then it occurred to me: Why don't we get little groups going in the PSASA for all the people belonging to the categories. A group for the top earners, and those with the highest ratings audited by an auditing firm, and a PhD groupie ...etc. And then get a super-duper-pooper groupie for those who qualify for all these groupings. That is probably the best speaker!

You can see where this is heading: This is ridiculous. Elitist groupies have never in the past, and will never in the future serve the purpose of the PSASA. The purpose of the PSASA is to assist you to be the best, not to be better than others.

Mastermind groups are not elites groupies for 'masters' but groups where the best get together to become even better: to speak better, organize their businesses better, network better, make more money but most of all, to be better: Working on the creative tension between your personal "As is ..." and "To be...." picture .

Usain Bolt would never have broken one world record after the other, if he compared him with others. He is the best, but he is so far ahead that comparing him with others will only hold him back.

The PSASA, like the Medical Association, is not only for specialists but for GPs and specialists alike. The PSASA is at a good stage in its history. Well functioning Chapters with mastermind groups taking off at a rapid rate.

I wish you the best for this busy time of the year. Be the best – exceed yourself!

Dr Gustav Gous  
President: PSASA  
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## ***Life and Death by Robin Wheeler***

A couple of planned contributions this issue have been held back because the writers lost family members this month. I have been to a few funerals recently and seen news on Facebook of people dying. This reminded me of losing a close family member last year and sparked some feelings and reflections I want to share with you.

We are all in the business of serving humanity. We may be solo entrepreneurs or run small businesses, but we are leaders of huge numbers of clients and people who read our writing. We may often focus on performance improvement or skills enhancement, depending on our aptitude or chosen field of endeavour, but we are all about something more fundamental.

Our vocations are about life and death. We cannot help people self-actualise without spiritual depth and insight. To be wise service providers, we cannot just focus on positive thinking, sales and productivity, we need to be whole. We need to experience so that we can truly empathise. We need to embrace the fullness of life so that we can support our clients consciously.

Often the difficult aspects of living hold the biggest gifts. Being a teacher means first being a recipient, then being a grateful catalyst, based on truth. Our business is less about knowledge than it is about awakening, feeling, loving, living and dying.

Life and death are one thing, inseparable. You cannot choose one without the other or put one before the other. They make sense together. I have found being in the presence of death the most wonderful affirmation of life, a sobering source of priceless wisdom, albeit difficult sometimes.

Sometimes we have to let go to truly appreciate. With doing so, love explodes to fill our being. From here, we become better people and teachers.

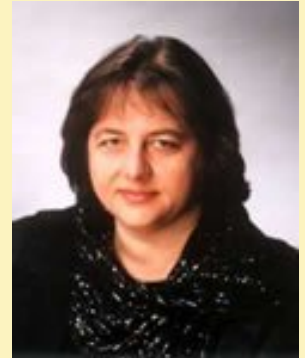
## Letter to the Editor

Dear Robin,

Sometimes it helps to be a Boertjie...

Last night some friends and I watched the Afrikaans tall stories and humour TV show called 'Maak 'n Las' (obviously while chomping on Braaivleis) and we were delightfully surprised to find that PSASA Cape Town Chapter President Wolfgang Riebe was the guest of honour!

He delighted us as usual with his quick wit - in flawless Afrikaans – and his demonstrations of prestidigitation, confounding tricks and memory techniques. As always, he is absolutely professionally perfect and a great ambassador for PSASA.



Perhaps you can ask speakers to let us know when they're going to be on TV so that we can share the experience.

Regards  
Ret Steyn

*Nice suggestion, Ret. It looks like I may be on Top Billing on 10 September, SABC3. Ed*

## Never Show Fear by Jeetesh Kathwaroo



There are two devices in a professional speaker's arsenal that can sense fear, the printer and the projector. I don't know how they do it, but based on experience, I can certainly attest to the fact that if you show even an iota of fear to either and they will turn on you. They're like harmless Labradors one moment, but step up to them with clammy palms, a lump in your throat or a nervous gait and a vicious Doberman will pounce on you!

If you're anxious around the printer it will do any one of the following: jam, jerk, be out of paper, be out of ink (this will occur the instant your nearest Incredible Connection store closes), streak, stain or just ignore you, telling you "printer can't be found", which is very frustrating because you can clearly see it, even if your laptop can't.

Unease around the projector will cause it to collapse on one of its flimsy legs, refuse to focus, invert all the colours, blow a fuse, blow a bulb and sometimes just blow up. And on occasion, they even play hard to get, snubbing your laptop like a jilted lover. You can press Function and F8 all you want but it's like the projector just told the laptop it just wants to friends.

Take a deep breath, remember that you are professional, stand up tall and now approach these devious devices with confidence, self-belief and plenty of faith!

Jeetesh Kathwaroo  
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## KZN Chapter News by Roger Knowles

KZN Chapter is going strong. Membership is increasing slowly, even in the face of the downturn. Keep bringing those guests, folks – try to make sure that they are membership prospects, however.

Our Showcase last month was well attended. Those who secure bookings as a result, please let the president know so we can gauge just how successful it was.

Billy Selekane delivered the main talk at the August meeting – “The Architecture of a Keynote”. Brilliant stuff – thank you Billy.

Our meeting in September will take place on one of the last days of the month, as the last Thursday is a public holiday. We are hoping to invite a stagecraft expert to give us information that will complement the wonderful material provided by Billy. Watch this space!

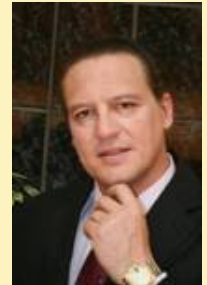
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Durban Chapter President  
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## Cape Town Chapter News by Wolfgang Riebe

Cape Town Rocks! We had over 20 people at this meeting and the vibe is becoming awesome. Of course during the day Cape Town hosted the Board meeting for PSASA and I suddenly found out that I could actually budget for some food at our meetings. Here I have been the tight fisted president all these months only offering coffee and tea.

So not only was the meeting great, but for the first time we had food too! Dr Kevin Lentin spoke to us on ‘Strategies for Managing your Life’. He came across so well that he has to become a member now. Oh yes, at the board meeting. Nigel and I entered into a friendly competition. It seems that Cape Town is slightly ahead in members than Pretoria. Psst, Nigel ... here's another possible member for the Cape!



I digress... Dr Lentin is indeed a well spoken and deep person with a really great personality. His talk covered so many topics from Attitude, Time for the Self to Exercise and Food. I made a note of some gems he shared and really loved his definition of Insanity: Keep doing what you're doing, and hoping for a different result! Isn't that just awesome? We also learnt about the Kaizen principle - seeking a life of constant change.

Dr Fritz Hölscher had attended the board meeting during the day and shared the 'Master Mind Group' concept with everyone during the second part of the meeting and what a fantastic man. Cape Town now has so many more ideas and opportunities and I can already see two definite master mind groups starting.

Personally, just spending the day with the board and getting to know Gustav better, I am so proud to be involved with the PSA. I believe that we are all going to benefit under his leadership. I have my 4 leadership caps now which are going to make delegation, etc. really fun at meetings

All in all I can positively say that Cape Town is now really growing from strength to strength with a wonderful group of members.

Wolfgang Riebe  
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## Pretoria Chapter News by Morongwa Makakane



As speakers, we are in the business of giving people advice – that is how we make a living and that is what we make money out of. But as speakers, we are people, and sometimes, we also need advice. And what a better way of getting advice from one of our own?

Glen Mcquirk certainly came to dish out some advice to us on Tuesday evening 18 August, at packed to capacity venue at behind the 'boerewors curtain' or Pretoria, as it is affectionately called.

Glen's topic 'Design Tomorrow Today', was motivating, inspiring and empowering. Glen shared with us that it is important for each individual, as they journey through life, to ask a question 'Why do I exist?', because, it is only when you discover the purpose of why you are alive that your life becomes meaningful. And, it all starts with a 'plan'. Making the plan, is really are dependent on discovering your 'PMS':

P = Passion: Discover what you're really passionate about

M = Mission: Determine what your purpose is

S = Significant: Make sure your passion and mission will help you leave a legacy, significance

Glen also empowered us with the tools to plan our lives: 'The 5 steps to Planning Your Life'. These are:

1. Establish your position (Know why you exist)
2. Determine your destination (Know where you are going)
3. Prepare your Plan (detail what you need to do to get where you want to go)
4. Take Massive Action (it doesn't matter how good the plan is if you don't act on it, so take action)
5. Record the results (record any successes so that they can motivate you to achieve even more, and learn from the mistakes you make because every mistake is a learning opportunity)

Glen left us with a key and critical question: What have you learnt today?

It was after this thought provoking question that Glen proceeded to his second presentation, where he introduced the 'Personal Development Network' where speakers, trainers and coaches can work together, sharing resources and infrastructure (like customer interface and marketing tools) to achieve a common objective. Glen has developed a business model where every speaker can join forces together to save costs and make money by

building and leveraging on each other's network, while learning from and through one another.

A MUST for all professionals in the speaking, training and coaching field. To get more information about the Personal Development Network, feel free to email Glen at [glen@MAP4LIFE.com](mailto:glen@MAP4LIFE.com), or visit [www.MAP4LIFE.com](http://www.MAP4LIFE.com)

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## ***Johannesburg Chapter News by Marlene Ward***



The meeting theme was "Refine your PSASA website profile".

Adolph Kaestner and Jacques de Villiers, who were involved in the setup of the website, were the co-presenters. We were told very clearly that the right words and copy will draw visitors to your website.

Jacques advised that your home page must answer a need or pain. He cited Verimark ads as a classic example. Dolf demonstrated the use of various types of equipment and the attendees gained a lot of valuable information.

To reinforce the power of Mastermind groups we had a rerun of Graeme Codrington's talk on "Building and Sustaining a Mastermind group"

The simple, easy to understand brochure is being printed and will be available at the next chapter meeting. The board agreed the expenditure to upgrade the copy on the PSASA website and this will be completed by the end of September.

The committee to convene the Success Factor in February 2010 is headed up by Ron Young, a very new member, but with a lot of conference committee experience. He will be assisted by Sean Snyman and Andrew Horton.

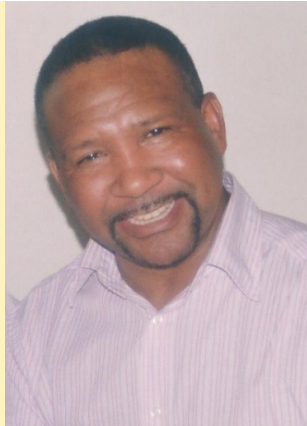
Due to illness I was unable to attend the board meeting, so James Robertson stood in for me. We particularly wanted some kind of Speaker Booklet or Directory. Nikki and I will be working on this project over the next month.

Due to the success of the "Speaking before an Audience" earlier this year, the APS is having another session on Saturday the 12 September.

The committee meets regularly and Jeetesh has proved to be worth his weight in gold.

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## ***New Members by Nikki Bakker***



Harry Solomon – Candidate - JHB



Mabatho Seeiso – Professional – JHB

Ntokozo Zikalala – Associate – DBN

Johannes Maluleka – Candidate - JHB



Kevin Lentin – Candidate - CT



Melanie Schutte – Professional - JHB



Rae Dengler – Candidate - DBN

## *Wrapping it up by the Ed*



That's it for this edition. Speak to you in a month.

Look forward to any writing you may have for us ...

All best wishes  
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