



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Daniel Henning is the founder and artistic director of The Blank Theatre Company in Hollywood. His productions have garnered more than 60 theatrical awards and honors. Daniel is a well-respected theatre director and acting coach and has coached Ed Asner, Sarah Michelle Gellar, Noah Wyle, Molly Shannon, Sally Kellerman, Annette Bening, Tiffani Thiessen, Michael Urie and many others.

Lynette McNeill is best known for her work with some of Hollywood's biggest names including Adam Sandler, Ellen DeGeneres, Giovanni Ribisi, Jason Lee and Faith Ford. With more than 20 years experience in the field of coaching and a student of famous acting coaching greats Stella Adler and Uta Hagen, Lynette introduced a ground-breaking approach to acting that avoids the questionable and often controversial acting exercises of the past.

Jerry Weissman is the President of Power Presentations, Ltd, and was referenced by the *Wall Street Journal* as the "Acting Coach to CEOs." He is the world's #1 corporate presentations coach and his list of clients include the top brass at Yahoo!, Earthlink, eBay, Intel, Intuit, Cisco Systems and Microsoft. Jerry also spent a decade as a TV producer for CBS, and is the author of, *In the Line of Fire* and *Presenting to Win*.

Adrian Zmed is best remembered for his role as *Romano* on the highly acclaimed television series *T.J. Hooker* with William Shatner and Heather Locklear, as well as on Broadway for starring roles in *Grease*, and as the host of *Dance Fever*. Adrian's most recent TV series which will be airing this summer is called *Casting Call*, on which he is a judge and acting coach.

Coaching and the Entertainment Industry

MONDAY MARCH 10TH, 2008

11AM PT (2 PM ET)

With Academy Award winning actors acknowledging the key people who made their success possible, the acting coach is perhaps one of the most familiar professional coaches in the business world today.

Aspiring stars always ask how to make it in the business, but how do acting coaches make it?

Who are the top acting coaches and how do they work?

What methods do the best acting coaches employ, and what draws big-name talent to them?

How can these lessons translate from on-screen success to business or personal success?

This show features some of the entertainment industry's top talent and looks at some of their biggest names and best practices.

HIGHLIGHTS

According to the February 17th, 2005 issue of USA Today in an article titled "Even A-list Actors Need a Coach," Larry Moss, who is largely considered the modern-day Vince Lombardi of acting coaches was quoted as saying: "I know some very big stars who don't do a movie without a coach."

In another article from the January 25th 1991 issue of the Austin American Statesman, writer Michael Barnes points out that "To succeed, actors need daily, directed practice and technical exploration, that is best possible through an acting coach. Once the basics of acting are conquered however, these tools must be kept ever sharp and ready to use."

How do acting coaches prepare, guide, and develop actors for starring roles? And can the work these coaching greats do be applied to the business world?

According to the Wall Street Journal – it can. An article in its April 21st, 1998 issue notes "the growing demand for speaking skills has now drawn consulting giants such as Microsoft and Deloitte & Touche into the business of utilizing acting coaches."

Our panel of guests address these topics and more, providing a behind-the-scenes look at the role acting coaches play in Hollywood and Corporate America.

Highlights of the show include:

- An overview of the acting coach field.
- A discussion about the challenges actors experience that coaches can address.
- What draws big name talent to the best acting coaches.
- The skills a good acting coach must possess.
- Why it's important for executives to not become actors during conferences, presentations, and meetings.
- Lessons from the acting world that can be applied to the business world.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

Listen to the show

- Download **Apple iTunes** (www.itunes.com)
- **Access** the iTunes Store
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"IT'S IMPORTANT FOR ACTORS TO REMAIN AUTHENTIC AS THEY ARE STEPPING INTO CHARACTER. WHAT I'M TRYING TO GET OUT OF MY ACTORS IS TRUTHFULNESS, AN ORGANIC QUALITY TO THE WORDS THAT ARE COMING OUT OF THEIR MOUTHS. I WANT EVERY ONE OF MY ACTORS TO BE AUTHENTIC AND TRUE TO THEMSELVES WHEN THEY STEP ONTO A STAGE OR IN FRONT OF A CAMERA."

DANIEL HENNING

"SOME ACTORS FEEL IF THEY REVEAL THEY HAVE A COACH THAT IT LOOKS LIKE THEY DIDN'T REALLY DO THE WORK. THERE IS A FEAR THAT SOMEONE WOULD PERCEIVE THAT THE COACH DID THE WORK AND NOT THE ACTOR. HOWEVER OTHER ACTORS ARE VERY HAPPY AND COMFORTABLE WITH MAKING IT KNOWN THAT THEY WORK WITH A COACH, AND I THINK AL PACINO IS A GREAT EXAMPLE OF THAT. HE THANKED HIS COACH RIGHT OFF THE BAT AT THE AFI AWARDS FOR A LIFETIME OF SERVICE TO HIM."

LYNETTE MCNEILL

"THE ONLY APPROACH THAT WORKS WITH BUSINESS PEOPLE IS TO MAKE THEM REAL. IN MY BUSINESS I PUT THE DRAMA ASIDE AND GO FOR THE SPEECH, THE RHETORIC, AND THE ORGANIZATION OF THE MATERIAL INTO A LOGICAL AUDIENCE CENTRIC PRESENTATION. THE ONLY WAY IT WORKS IS TO HAVE BUSINESS PEOPLE BE THEMSELVES AND BE NATURAL - AND NOT FEEL AS IF THEY ARE PERFORMERS."

JERRY WEISSMAN

"SOME YOUNG ACTORS IN THE BEGINNING OF THEIR CAREERS, STRUGGLE IN DEVELOPING CONFIDENCE AND PERSPECTIVE. MANY TIMES AN ACTOR NEEDS A COACH TO HELP THEM THROUGH THE PROCESS OF BUILDING UP THEIR CONFIDENCE AND DISCOVERING THAT THEY ARE GOOD AT WHAT THEY DO. FOR EXAMPLE, IN MANY CASES, IF YOU DON'T GET A PART, IT ISN'T BECAUSE YOU DID BADLY, IT'S BECAUSE YOU WEREN'T RIGHT FOR THE ROLE. IT'S IMPORTANT TO HAVE PERSPECTIVE ON THAT, AND NOT LET THOSE TIMES AFFECT YOUR CONFIDENCE."

ADRIAN ZMED