

# Minds Change

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## Media and Confidence

An intensive 2-day course which combines media training and NLP confidence skills – equipping you to handle even the toughest press and broadcast interviews with calm authority.

We all know that facing a barrage of questions on difficult subjects – with microphones and cameras pointing from every direction – is always a potentially intimidating experience. This training module offers the interview know-how of a savvy media veteran – plus the specialist relaxation and visualisation techniques of an experienced NLP coach– to ensure you stay confident and in control, whatever happens.

We even harness the power of sleep – shown by numerous studies to aid the brain's capacity to absorb, analyse and process information. Delegates will show increased levels of performance on Day Two of the course – ensuring that interview skills learned will stay with you for good.

## What you will learn

For the untrained, there's no such thing as The Safe Interview. Every encounter with journalists carries the seeds of potential disaster. A 'curved-ball' question prompts an unwary admission, an ill-advised remark... and suddenly, you're on the front page for all the wrong reasons. But it doesn't need to be this way.

This course teaches a series of simple, practical steps to put YOU in charge of the media process.

You'll learn:

- How to appear confident, well-informed, calm and convincing as an interviewee – no matter how tough the questioning.
- Crisis management: the special skills needed to regain control and snatch PR victory from the jaws of near-certain disaster.

- The secrets of Interview Preparation: four key strategies to determine the outcome of an interview even BEFORE it's happened! Plus, the key differences between print and broadcast media.
- How to guarantee you're not misquoted – and an 'inside track' to help you avoid the tricks most commonly used by journalists to lure you into an indiscretion.
- Why the dreaded 'Live Interview' is actually much easier to handle than a pre-recorded encounter.
- Physical techniques to master the all-important science of body language and speech control – ensuring that *what* you're saying isn't contradicted by *how* you're saying it!
- How to use journalistic deadlines to your advantage – gaining maximum benefit from the timing of statements/responses to a story. In short, why the clock is your best friend.
- Decision-making: when to give an interview and when to remain silent.
- The Rules of Journalism. Reporters are not, in fact, the unprincipled, phone-tapping rabble of modern mythology. There are strict rules on how they work. And you need to know them - to ensure everyone's playing nicely.
- The Legalities. What's the difference between libel, slander and defamation?
- A host of entertaining hands-on tips and techniques to keep you safe in your day-to-day dealings with reporters – from someone who really knows how the media operates.
- The mechanism by which stress and nerves happen - and how to harness the mental processes which can turn tension into confidence.
- Proven NLP techniques – regularly used in both business and sports psychology - to enhance your performance through greater calm and focus.

## Format

The course consists of training and workshop elements, combined with numerous opportunities to test your interview skills against an experienced media professional – followed by detailed evaluations which build both expertise and knowledge.

## Location

Training can be provided in-house or at STV studios in Glasgow.

## Trainers

Steve Bailey has over 30 years' experience in both National Newspapers and Broadcasting – having worked at senior levels in both industries. He was a news reporter, then Investigations Editor at **Mirror Group Newspapers**. He has also written extensively for titles including **The Sunday Mirror, The Independent, The Daily Telegraph** and a wide range of magazines.

He ran a dedicated Investigations Unit for Channel 4's **Dispatches** programme, has worked for BBC Documentaries, BBC Science/Adventure and ITV Factual on a variety of high-profile, network television series and one-off productions.

Bailey also understands the 'business end' of media, having worked both as a Head of Factual and Managing Director of television companies in the independent production sector.

Dorothy C. Le Grove BSc(Hons) BA PG Cert(Hyp) BSCH has a wealth of experience coaching for example, A-level students with exam nerves, senior business managers and on screen presenters overcome their performance anxiety, Commonwealth games athletes control their minds for optimum sporting performance, and has helped business owners develop the confidence to stand up and sell their products. Dorothy trained as an Electrical and Electronic Engineer and after a period of working in hardware and software design for a defence company, moved to work in television at **STV**. At the age of 27 she was deputy head of a large sound and camera department. Over her career in television she has worked across America, Asia, and Australia on large budget network programmes. She is a Master Practitioner of NLP and studied at the University of West London where she graduated with distinction in Clinical Hypnotherapy. She is currently a business trainer and executive coach specialising in performance anxiety.