

# YOUR LATITUDE

## Dr. Fikre Germa, V.P. of ENAHPA Canada

I would like to thank Laura Cole for being an excellent executive coach and leadership mentor. Over the past four years she has helped me meet my goals of becoming an authentic public speaker. She has accomplished this with infused skill and ability, fused with purpose and passion.

Ever since I was appointed Vice President of the Ethiopian North American Health Professionals Association (ENAHPA Canada), an NGO dedicated to building health capacity in Ethiopia, I have been expected to speak in public forums.

My goals in public speaking have been to inspire and engage people to think about global issues in such a way that it motivates them to action.

I recall a few years back after one of my presentations, a colleague who is a media personality, took me aside and told me I had the potential as a speaker but I was “a little bit rough around the edges”. I realized that if I wanted to be a good speaker, I had a lot of work ahead of me.

Laura helped develop a strategy and framework to enable me to meet my goals. I practiced frequently and each time we carefully reviewed and improved the content and presentation skills.

I valued the importance of telling a story to connect with the audience. I also practiced visualization strategies to help me recall and share a compelling story.

Developing public speaking skills has side benefits of helping me communicate with individuals in the public and private sector, using the health care system. I valued the ability to communicate complex issues clearly and simply.

Over the years I have appreciated that public speaking, like other professional skills expands our minds and opens doors for greater opportunity and influence. Having Laura as a coach has helped over the years. Her ability to quickly establish rapport and trust has been invaluable and her commitment and her firmly rooted belief in being a service to others is always inspiring. Laura has helped me develop my leadership style and develop strategies and personal vision that has motivated me to do good work.

I recommend Laura Cole highly as a competent executive coach and leadership mentor. Individuals who are interested in professional development and organizations will benefit greatly from Laura's expertise.

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Discover Your Latitude  
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