

### **Introducing Brenda: An Example**

The following is an example for use when introducing Brenda Eckstein as a speaker on the topic of 'Flourish'. It could also be adapted for advertising an event. Relevant introductions for various topics can be provided for promoting a training or speaking event

*Our topic today is 'Flourish' and it is important for all of us in any sphere of our lives as we often achieve our goals without experiencing a feeling of success.*

*Our presenter today is well qualified to speak/train us for a number of reasons:*

*As an executive coach specialising in leadership development, she is certified as a Professional Certified Coach through the International Coaching Federation and through the Centre for Coaching, University of Cape Town, Graduate School of Business where she continues to mentor emerging coaches. Her research on 'The role of coaching in developing Character Strengths in Leaders' gained her the 'top student' award for her Master of Philosophy (M Phil) degree at the University of Stellenbosch Graduate School of Business.*

*Not only does Brenda have the academic background to facilitate leadership development in others, but she has the practical experience as well. Her business achievements and credibility gained her the elected position of President of both Chambers of Commerce and Industry. For an international organisation specialising in 'greater understanding throughout the world' she was voted into leadership positions at every level including that of International President with chapters in 23 countries.*

*During her five years on that international board, she presented training in leadership development and communication skills in countries on five continents. She also qualified as a professional trainer for Dale Carnegie courses and trained as a director for an international business networking organisation. And this became the topic for her first published book.*