



Anne Renew: Master in the art and science of facilitating performance

Anne is founding member of the Institute of Neuro-Semantics Africa for, among other initiatives, sponsoring the Rolls Royce of coach training to South Africa. INSAfrica is responsible for having been involved in the training of over 170 internationally accredited Coaches, Trainers and Consultants.

Inspired by the opportunity to fill a stress-need in the current unpredictably changing and challenging corporate world with the unique SA factor, plus global economic, geographic and political implications, **INSAfrica** develops and customises new solutions. One of these is an orientation that coaching does not have to be the whole 5 course meal. Coaching in the time constraints of today's business world would do

better to focus on the **1-Thing that gets neglected**. You'd get more, sooner, if you tackled the **1-Thing** that you know will get a **more dramatic performance improvement** than the 99% you do tackle. What's needed is a **1-Thing** course meal that, regardless of the ingredients, comes to the table as your personal preference, whets your appetite and has a positive motivating effect on those around you.

Anne Renew is an Internationally Certified Trainer, Coach, and Language & Behaviour Consultant.

More about Anne ... her vision... her passion...

Anne Renew Coach, Trainer, Mentor, Entrepreneur and above all Pioneer

'I have a dream in Africa'. I have a dream that the material within the systemic body of knowledge, the models and methodology that we use and have adapted specifically for applications in the world of business will not only get into every board room but also make a critical difference to people everywhere. I would want my colleagues and I to make a direct business benefit, a shared vision of management better understanding the people side of business and indirectly, to benefit a wider social and cultural environment.

At the heart of everything we do is language: language of the brain, language of speaking to self, language of communication between self and others, so many kinds of language. Add to that the boundless ways of using the language that we do. Do we language ourselves for success or language ourselves for failure? Do we language ourselves for go-get achievement or language ourselves for procrastination and non-starting and even failure? Do we language ourselves into neediness or self-sufficiency, taking others with us, or needing to go it alone in order to do our best work?

Seldom do we realise, or take ownership of the fact that, the language we use drives very focused language-specific behavioural outputs, thereby driving our results. Everything we do and how we do it, is centred in what and how we language ourselves, our work, our destiny. When we come to grips with this, grab the opportunity to use the relevant kind of language that delivers the results we want, we have the freedom to see more, hear more, excel more. And we'll have the power to influence others to produce more excellence.

At INSAfrica, language and the structure and impact of language, is our passion and purpose. From years of study of communication models NLP, NS and LAB we now have come full circle in terms of application of the benefits of understanding and being able to quantify how people think and how to positively affect their behaviour. With the acquisition of the license of Identity Compass™ for Africa I believe we have the right tool, that saves time, saves us trying to understand people and thumb sucking what means of communication would best influence them to get the results we want. Some people do this naturally. Few can tell you how they do it. Still fewer can pass on those skills.

But we have a tool that does all that, by means of a questionnaire, quickly and accurately gives you all the answers. This allows you to manage that individual in ways never available before. It allows us to motivate them the way best geared to motivate them, it takes away guess work. It allows you to discover 'out of awareness' strengths of thinking and behaving, it allows you to know specifically what to tweak to get more project-relevant responses. By literally knowing how to use their operational language, your job gets easier and your results get better. And it's not hard to do because Identity Compass does it for you. I think it's awesome that today we can measure the percentage of 51 ThinkDo-Gears plus values that motivate and/or de-motivate and critical factors that increase your chance of retaining the individual. Imagine what Identity Compass™ will be measuring in 2 years time, in 5 years time? I can assure you that we have brought you a tool that is constantly asking more, developing more, committed to more and more workplace pertinent behaviours. INSAfrica is here to support you.

I am pleased to be part of that driving force. At present we can only use this for people development but by first or second quarter 2008, we look forward to being able to use this for recruitment which, for me, means immediate increase in efficiency, retention, less need to coax and cajole, less stress and more time currently spent frustrated at not getting the results we want. If that's not profit, I don't know what is. But then - I'm biased. I'm hooked on modern business change – **the people side of change because people make all other change possible.**

Anne apologises for expressing her passion for what it is we do. She was supposed to be writing her CV. On that note, Anne is the original 'denialist' and revolutionary. Comfortable in her skin, at home with her fallibility, she can laugh at herself, confess to her mess-ups, apologise, move on. She is unassuming, has no time for self-promotion, She is what she is, earthy, authentic, genuine with deep empathy for people and absolute belief that they all have what it takes within them to be the best and execute what it is they want, they just sometimes need a little help discovering it themselves. A typical comment from her coaching clients is "*How come you believed in me more than I believed in me?*"

Anne may be "old" and somewhat deaf but her life is full and rewarding and rich with achievement and meaningful relationships. Apart from her own business long term plans, she is still learning from each new person every day, from books and business topics she has a vital response to anticipating changes in the world of business. She often thinks she'd like to specialize in retirement coaching but she has no time for retiring and no one would recognize her version of it. Anne does a fair amount of e-mail coaching where it suits the client's lifestyle but at the end of that day all Anne's coaching and mentoring is about performance. Once clients can consciously turn on performance of any kind in the relevant contexts and for benefit that extends beyond self, then they too are leading rich full lives.

There is too much to do, too many books to write, metaphors to tell, too many people who have been to hell and back and need a little push and a shove to learn how magical they really are on the inside. There is too much to engage and be engaged in, too much to look honestly at, laugh at self and with others, provoke new ways of thinking and doing so many things. **Where people are, the magic lies and Anne is part of that.** A speaker of note and true leader, *Anne is an inspirational role model to the community.*

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