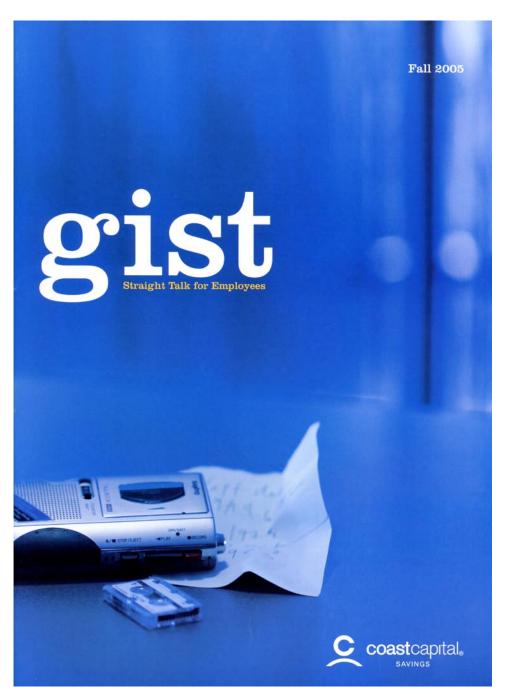
Craig Holm

Copywriting Brand Strategy Big Ideas

Coast Captial Savings Employee Magazine gist



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The Naked Truth

You've all heard this bit of hillbilly wisdom a zillion times: "If you don't have anything nice to say, don't say anything at all." Yet here I am writing another column. So much for that one. I'd change that shrewd advice to read: "If you can't say anything well, then don't say anything in a group setting." Which brings me to my topic du jour: public speaking.

I find it shocking that people actually cite public speaking as their greatest fear, as if there were nothing else of greater concern. Do they worry about the 10-gigawatt earthquake that's due any day? The impending oil crisis? Having their thong underevear ride above their pants? No. Instead, our greatest anxiety is standing up and saying something trivial in a room full of people who couldn't give a rat's butt about the fun to be had with Talisma. Have we all lost the plot, here, people?

I just don't understand why public speaking is such a big deal. It's not quite as tricky as, say, trying to achieve world peace in a day, or understanding what language Ozzie Osborne speaks. Public speaking's a cinch. You get up. You talk (which people do to no end around here). You finish to thundering applause. Maybe if the lecture were on

office gossip or the status of office parking, there'd be no stammering, awkward pauses, unsightly sweat stains, dry mouth, uncontrollable shaking and outright nonsensical speeches.

Stock up. You'll need it

Some of the worst advice ever given — except maybe when someone told Martha Stewart to sell — is in the realm of public speaking.

to self—Is in the ream or pound appearing.

To help get over the fear of talking to crowds, someone once told me to picture the audience naked. Unless I'm lecturing to the cast of Baywatch, I figure that's probably bad counsel—or perhaps your idea of an entertaining speech is watching me wretch as I imagine the folks in the first row in their worn out, flabby, wrinkled birthday suits. If I want negligent advice like that Til talk to my own stockbroker, thankyouverymuch.

You would-be orators want some real advice? Get over yourself. You could go up on stage and act like an absolute twit the world will plug merrily along, completely oblivious to your whining, wounded ego. Here's another nugget for you: join Coast Toastmasters and work out your problems before you get in front of a group of strangers and clam up faster than George Bush at a peace rally. Practice may not make perfect, but man, if must have some merit.

As my friend-of-friends Plato knocked off in one of his weaker moments: "Wise men speak because they have something to say; fools because they have to say something." Granted, not the most comforting words

given that your manager probably stuck you with the speaking gig in the first place so they wouldn't have to do it. Here's what I do in such unfortunate circumstances: pretend that you have a fountain of wisdom to share, say your peace as succinctly as possible and then shut your mouth — like right now.

No nudity, please, I'm speaking.

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Sample article

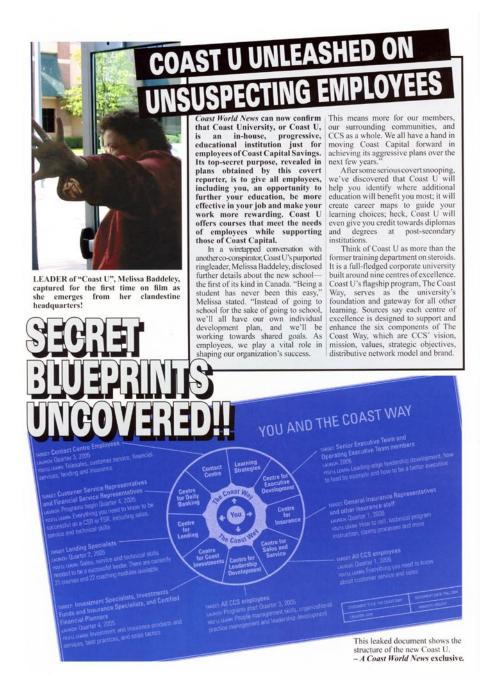
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Feature article continued

CORPORATE BRAINWASHING MYSTERY CRACKED!!

According to a source close to the program, The Coast Way is not about turning employees into corporate drones, despite some reports of employees referring to it as "The Coast Way Corporate Brainwashing Class". Granted, the unofficial nickname does have a ring to it, but Coast U is not out to brainwash employees. Its task is to help every employee understand what CCS is about and how each individual fits into the big picture. "Achieving each component of The Coast Way, like our ten-year strategic objectives, will be much easier if we know where we're going, and the role we play," an inside source claims.

Coast World News has learned that some ill-informed staff members have been questioning the legitimacy of The Coast Way, claiming it comes across as corporate brainwashing. In a secret investigation, a Coast World News undercover reporter attended one of these so called brainwashing sessions and revealed The Coast Way is in fate a learning program designed to help employees nurture, live, and understand our new corporate culture — which is The Coast Way.

"It's quite simple. Our corporate culture is the way we do things at Coast Capital Savings, what we believe in, and it acts as a guide and keeps us working together in the right direction as a team," a Coast U instructor explained. "The Coast Way is our corporate culture."

The program teaches us about these six components of The Coast Way, shows us how to work them into our daily habits, and helps us discover how we create value for CCS. A recent attendee claimed, "At the course, everyone is asked to write a value statement describing how

their job benefits the company."
So, if you haven't already
completed The Coast Way,
sign up soon, as it serves as the
university's gateway to all other
learning platforms.

INSIDIOUS "ROLLOUT" PLOT

In an attempt to fly under the radar, Coast U staff members adopted a "Rollout" strategy whereby Coast U courses and programs will be phased in over time. An intercepted videoconference between senior managers and Baddeley reveals all: "Although we'd like to get things done in the snap of a finger, we need to be realistic. Developing and launching nine centres of excellence is going to take Corporate Learning some time, especially getting the certification, diploma and coaching programs up and running. In the meantime, Coast University is underway with a number of great learning opportunities for everyone to enjoy. We need to encourage everyone to talk to their manager about going back to school."

Courses! Courses! Courses!

THE SCARY
TRUTH ABOUT
ENROLMENT

Insiders at Coast U claim that learning doesn't happen through osmosis. Their unofficial advice is that you need to take learning into your own hands, and start thinking about your goals and ambitions. Turn to page eight of gist and find out how to create your own individual development plan, which will outline your learning path over the next 24 months.

Visit Corporate Learning's page on mycoast for more information about these and other courses available at Coast U:

- Coaching for Results
 - Management Version
- Consumer Lending Basics
- Critical Illness
- & Underwriting Process Crucial Conversations
- CSR Products & Service
- Customer Profiling
- FOCUS: Achieving Your Highest Priorities
- Fundamentals of RESPs
 Loan Origination Technic
- · Loan Origination Technical Training
- Mortgage Lending Basics
- New Employee Integration
- Reading Financial Statements
- Security
- Segregated Funds
- Talism
- Term Life & Annuity Sales
- Winning Presentations
- Writing for Results



HEADQUARTERS OR HIDEOUT?

Coast U recently moved into its new high-security headquarters at Central City. "It's very hush-hush right now," a source told Coast World News, "but this picture tells the real story. They have four new classrooms to accommodate up to 100 students. And rumour has it that the learning centre at the Victoria Administration office was renovated just a few months ago, adding two more classrooms."