

**Carve the winning edge
on your coaching business
using the proven techniques
of master educators.**

The Coach's Edge
Landing learning theory on ice.



Coaches know that skaters who see real progress on the ice challenge themselves to reach even higher levels of success. The challenge is to keep that momentum going. **The Coach's Edge** offers coaches easily applied ideas and insights that will propel skaters to new heights and boost their own careers to greater success.

Merry Neitlich is an experienced trainer, learning theory coach, and long-time competitive figure skater. With more

than 20 years in her own marketing firm, she has a well-deserved reputation for training a wide range of professionals to be clear and concise communicators. She knows how coaches and skaters think on the ice, whether they are struggling with setbacks or reveling in a breakthrough success. Today, Merry is an adult competitive figure skater with four national gold medals and twelve national podium finishes.

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I-Speak Your Language®

The I-Speak Communication Model is a skill enhancement program which shows coaches how to determine communication styles — both their own and their athletes. The program teaches how to use this knowledge to foster enhanced communication and coaching success.

I-Speak Your Language® is a skill-building program that shows people how to determine communication styles (both their own and those of others) and teaches them to use this knowledge to foster enhanced communications. These skills are readily applied to your skaters as well as other adults you communicate with both at and outside of the rink.

I-Speak is based on these premises:

- 1 People have recognizable and preferred communication styles.
- 2 It is possible, after relatively short exposure, to identify his/her own style.
- 3 People communicate most effectively with individuals whose styles are similar to their own, and they have greater difficulty with people who exhibit dissimilar communications styles.
- 4 People can modify their styles to “speak” the language of others.

What is Your Primary Style of Communication?

There are four basic communication styles, and while individuals tend to exhibit features of each style, most favor or rely heavily upon one. No one style is better or worse than another, and there are potential strengths and weaknesses associated with each. As you come to recognize and acknowledge the influence of your own style on your thoughts and actions, you will begin to appreciate the importance that other people’s styles holds for them.

STYLE	BEHAVIORAL FUNCTION
INTUITOR	Conceptual, synthesizer, idea people, problem solver, leaders <i>(Intuitors intuitively make leaps of logic that others may find difficult to follow.)</i>
THINKER	Analyzer, systematic, objective, logical, step by step <i>(Thinkers are results oriented individuals and value thoughtful examination.)</i>
FEELER	Perceptive, facilitative, responsive to others, big hearted, supportive <i>(Feeler types place great value on the personal experience and want harmony.)</i>
SENSER	Concrete, pragmatic, detail oriented, realistic, quick to put into action <i>(Sensers enjoy making things happen and want concrete and immediate feedback.)</i>