



Eric Stone is the Founder/CEO of Speakers & Artists International, Inc.; a California Corporation delivering advanced courses and training programs in the arenas of business communication, public performance, and personal growth & development. He is also the Founder and Head Coach of Hollywood Actors Studio, in Beverly Hills, CA, where he has been developing talent and training actors for the film industry and lecturing for the past twenty years. Eric Stone is also a Producer, a Creative Director, and a Professional Stage, Film, and Television Actor with major national and international credits to his name. Eric, also known as the artist Philippe Benichou is a Published Author and an Internationally acclaimed award-winning Artist, represented in seven countries around the world.



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Eric Stone owes his expertise and particular sensitivity to speakers' concerns to a variety of training, experiences, and encounters with countless individuals and group dynamics. Eric began his career as a stage actor in New York City in 1976. Teaching and directing actors and performers was the first step in beginning a long second career as a public speaking skills trainer. Back in 1987, his sheer passion for artistic expression and his relentless pursuit of freeing performers of all walks of life led Eric to establish a new field of practice dedicated to public speakers and business communication. A series of open invitations to work with individuals and groups outside of show business was the decisive element which contributed to the creation of Speakers & Artists International, Inc. The success and undeniable results it produced for people greatly encouraged Eric Stone to continue his journey as a teacher, director, and coach.

Methodology: In this method you learn by personal discovery and experiential wisdom using a large palette of processes, techniques, and distinctions to promote self-awareness.

“**You cannot practice what you cannot distinguish**” is the core principle of this approach. If we see more what is at play, we can perform better. Superior communication in salesmanship, for instance, is a matter of distinction. All processes presented are creative in nature, and the creative realm is thoroughly distinguished as separate from the psychological, therapeutic, emotional and other realms.

There are four major areas of expertise this method delivers: (1) A thorough and creative inquiry into the nature of where we presently operate from when it comes to our communication situations. (2) The actual practice of exercises, tools, and techniques delivered which by “process” will create the desired level of proficiency and (3) By creating “openings for action” which usually the coach infuses gracefully and insightfully into the “moment” at hand, very much like a tennis coach. By simply pointing out one element of the game previously ignored, it will literally change the way you play tennis and improve your game instantly. It makes this approach not only innovative but organic. (4) Atmosphere is professional and supportive to allow personal risk taking.

“I am very much a target oriented coach working on key issues and problem areas related to public performance. Issues of personal power & effectiveness, clear communication & authentic self-expression have become the cornerstone distinctions which over time have served individuals. I follow and empower the purpose of the speaker at all levels. By focusing on the “public persona” rather than the “private” person, it becomes overwhelmingly clear what aspects of public speaking and performance to focus on. Public speaking relies on very simple yet wonderfully telling “dynamics” between the speaker and his or her audience. That is the true competitive edge of this style of coaching which targets “organic, spontaneous, and authentic” engaging techniques not outdated “external” body language and frozen gestures, postures, and various similes.

~Eric Stone

Since 1987 · Private, Corporate & Group Trainings for Public Speaking, Presentation Skills & Effective Communication

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