



## SuperStar Communicator Podcast

# Mastering the Mindset of Resilience: Olympic Fencing, Leadership, and the Power of Process Over Outcome with Alexander Toffolides

Susan Heaton-Wright [00:00:00]:

Hello and welcome to the Superstar Communicator Podcast for leaders and future leaders who want to influence, inspire, and be heard in all business conversations. I'm Susan Heaton-Wright. Every 2 weeks, I share practical insights, real stories, and conversations with business leaders who understand the power of clear, purposeful communication to influence from the boardroom to the big presentation.

Susan Heaton-Wright [00:00:22]:

Welcome to the Superstar Communicator Podcast. As you know, it's me on mine own now. My fellow presenter Nicholas Simon has gone out into the sunset. That's what happens when you have your son as a co— uh, podcaster with you, but there you go. I'm here now, and in fact, I'm looking out for a fellow podcast host, so if anybody is interested, Please contact me. Like all occasions, I am delighted with the guest that we have today, and I'm absolutely certain that you will love this interview. Alexander Toffolides is Cyprus's first Olympic fencer. He competed at the 2024 Paris Olympics.

Susan Heaton-Wright [00:01:21]:

After a 21-year journey in elite sport. Honestly, you don't look that old. Um, he is the author of Fighting for Your Dream: Mastering Resilience and Performing When It Really Matters, and he now works as a professional— a motivational speaker and performance mindset coach, helping individuals and organizations perform At Their Best Under Pressure. Alexander, welcome.

Alexander Toffolides [00:01:54]:

Thank you, Susan, for having me. Oh, I'm—

Susan Heaton-Wright [00:01:56]:

I can't wait to ask you loads of questions here, but before we start, what is fencing?

Alexander Toffolides [00:02:04]:

Yes, so fencing, uh, we call it physical chess. So we fence with a sword. Now, traditionally in the 16th century, if you had a dispute with somebody you would, uh, challenge them to a duel and it would be first blood, or if you go back early enough, it would be to the death. These days there's no blood involved, but, um, that's good. Yes. Put, put very simply, fencing— we fence with a sword and you've got to hit your opponent. Um, but what's really



## SuperStar Communicator Podcast

great about it is, uh, as a sport, it doesn't actually matter if you're tall or small or male or female. You can compete against anybody because you place your strengths.

Alexander Toffolides [00:02:46]:

So that's a great aspect of fencing.

Susan Heaton-Wright [00:02:48]:

Oh, that's brilliant! And you said that you have actually been to the Olympics. Tell me a little bit more about your experience last year.

Alexander Toffolides [00:02:58]:

Yes, I mean, you know, going to Olympic Games was, was magical. I've been fencing for over 21 years, and it was my dream since a little kid, so it was really surreal, particularly how fantastically well-run the Paris Olympic Games was. Um, I'm sure everybody saw the opening ceremony, which was unique that instead of going through a stadium, athletes were paraded down the River Seine on boats.

Susan Heaton-Wright [00:03:23]:

Uh, were you on a boat?

Alexander Toffolides [00:03:24]:

I was on a boat as well.

Susan Heaton-Wright [00:03:25]:

Wow.

Alexander Toffolides [00:03:26]:

Yeah, yeah. So it was really fantastic. Uh, the weather didn't agree with us that evening, so we all got absolutely soaked. Um, uh, but what was— two funny things were Team Cyprus was on a boat with Colombia, and for some reason Colombia is very popular in Paris, so they were, they were cheering Colombia, Colombia. And so we were pretending they were cheering for Cyprus as well. So it was fantastic at each corner having crowds cheering. Um, and also, you know, it was the moment for the— what, one time in my life to be live in front of 2 billion people on TV. So despite it, they'd given us ponchos for the rain, but I decided to have my moment on TV without the poncho.

Alexander Toffolides [00:04:07]:

Uh, so I got completely soaked, but Um, yes, it was a fantastic memory.

Susan Heaton-Wright [00:04:13]:

Oh, how brilliant! And, you know, to get the Olympics is absolutely extraordinary. You talk about elite— being an elite sportsman. Can you explain that for, for someone like me who doesn't necessarily appreciate that?



## SuperStar Communicator Podcast

Alexander Toffolides [00:04:32]:

Well, yeah, I think first of all, you know, first of all, no one starts as a, you know, athlete or professional athlete, it all starts at the beginning doing something you really enjoy and love. And I think that was a sport that, you know, my mom signed me up for a class when I was younger, and I really enjoyed it. And I think that's a really important thing, whether you take sport to the highest level, if you're just doing it recreationally, really enjoy it. You don't want to be exer— you don't want exercise or sport to be a chore. So I think particularly in this world, I've got to tick off 20 minutes exercise. Do something you enjoy, makes a big difference. And I was very lucky to find a sport that I really enjoy. You know, I like the physical aspect of it, but also I like the tactical aspect of working out my opponents.

Alexander Toffolides [00:05:13]:

Uh, now obviously as you get older, it's— this enjoyment and of the sport can— has to fuel your hard work because a lot of hard work comes in. And I think the difference at an elite level is it's not just, you know, picking up a racket or picking up your golf clubs and playing the game for that amount of time, there's a lot of work which goes behind the scenes to allow you to perform in that moment. So it's kind of— I talk a lot about a kind of effort, right? A lot of time, what does 100% effort mean? A lot of the time people think if you give, you know, if you give a lot of, uh, sweat and hard work, that's enough. But actually I talk about 100% holistic effort. So yes, you know, for example, are, are you doing any mental preparation, your physical preparation, sleeping well, dieting, there are so many things that contribute to that performance on the present. So I think that's where the elite-level athletes, they, they take a, a holistic approach to it, you know, not just, not just the actual, uh, action of doing the sport.

Susan Heaton-Wright [00:06:21]:

It's interesting you say that because obviously I come from an arts performance background and it's, it's exactly the same. I was an opera singer and I always regarded myself as an athlete first and foremost because I was using my body to perform. And, and so diet and sleep and being physically and mentally fit were parts of, of my preparation and lifestyle.

Alexander Toffolides [00:06:51]:

Yeah, no, and I think, I think that's really important. Sometimes, you know, people when you're trying to, uh, be success in a task or a sport or whatever you're doing, they think, oh, there's so many complex things I've got to do. But ultimately, yes, doing the simple things right, like as you say, eating, sleeping, are very important. And I think one of the great analogies I always remember throughout my, you know, athletic career was I imagine my sporting journey as a, a rowing boat. And I always said, whatever I'm doing in my life, does that make that boat go forward, you know? And I think so. I think that's the— really, to really reach the best of what you're doing, you have to look, okay, let's say if that's your— if that's your aim, that's your target, will that extra beer help you go forward or not, you know? Or, or staying out a couple of hours later with your friends and not getting your sleep— these kind of decisions, they add up, you know? So I always had that in my head. Is this action helping me, the rowing boat, go forward closer to my Olympic dream?



## SuperStar Communicator Podcast

Susan Heaton-Wright [00:07:58]:

Did you find— this is just between you and me, nobody else listening here— did you find after the Olympics that you thought, hey, I'm gonna get a beef burger, I'm gonna party all night?

Alexander Toffolides [00:08:12]:

Yes, uh, uh, yes, yes, absolutely. I think that was One of the things I said to myself— I love chocolate. Oh, so do I, but I'm, I'm more of a milk chocolate, not dark chocolate. Sorry in case any dark chocolate lovers out there, but, um, I actually said to myself in the kind of 3 months for Olympics not to have any chocolate. So rest assured, I had a lot of chocolate after I'd finished the Olympic Games. I, I deserved it then, I thought.

Susan Heaton-Wright [00:08:40]:

Yeah, and isn't that a good message that be— before preparation and when you are going to be performing at elite level, then afterwards you can celebrate by having a choc fest.

Alexander Toffolides [00:08:52]:

Look, I think that's really important as well, you know. Yes, you need to be disciplined to achieve your goal, but also need to reward yourself and be kind to yourself as well, because, you know, maybe we'll touch on it later, but a lot of these conversations, you know, happen in your head and with yourself, right? So you need to be kind to yourself as well and, and pat yourself on the back when you've done well as well.

Susan Heaton-Wright [00:09:13]:

Oh, that's a really good message. Yeah. Now we talked about, um, being an elite sportsperson. I know that for, say, the UK team, um, in fencing or any other sports team, there is an elite program, and I know that you didn't go down that route. What made your journey to the Olympics unique?

Alexander Toffolides [00:09:40]:

Yeah, so I think, look, I tried to qualify for 4 Olympic Games and I qualified in the 4th one. And I'm, I'm half British, half Cypriot, so my mother's British and my father was from Cyprus. So for the first half of my career, I represented Britain. I was a British national champion, I was a European Games champion, the British team.

Susan Heaton-Wright [00:10:00]:

Wow.

Alexander Toffolides [00:10:00]:

And, uh, I, I failed to qualify for the London Olympics Um, I was 7th and top 4 qualified for the British team. Oh, that's bad for the Rio Olympic Games. I was, uh, ranked 5th and 4 qualified, so I missed out on the game quite close. And at— up until that point, around the age of 22, I was part of the British team. Now, at that stage, they had a really good program,



## SuperStar Communicator Podcast

and, you know, we had physiotherapists, we had psychologists, we had strength and conditioning coaches, really a lot of people to aid us on the path. Now Actually, after the Rio Olympic Games, um, I switched from Britain to fence for Cyprus. Now, as it happened, also the British fencing lost their funding as well, so— all right, okay, big shame for them. But, um, basically in 2015, uh, my father, his and his parents, my grandfather, grandmother, all passed away, uh, and my father quite unexpectedly.

Alexander Toffolides [00:11:05]:

And they were from Cyprus. So I decided to switch, uh, to fence for Cyprus to, you know, honor, uh, my father and his, his family as well. So I feel pride for both sides. Now, it was really a tale of two halves because fencing for Cyprus last 8 years, um, I had to take a lot more responsibility for myself. So no longer did I have all of these performance staff helping me. I had to be my own performance director, my own psychologist, my own, um, coach planning everything, um, which felt quite tough at times, uh, but looking back on it now, it really made me learn about responsibility and accountability.

Susan Heaton-Wright [00:11:48]:

Yeah.

Alexander Toffolides [00:11:48]:

And to really understand that me personally and all of us in our lives, the person who is most responsible for our actions in our lives is ourselves, you know. And it's about —was a great experience, this last 8 years of learning more about who I am, uh, and being responsible for those decisions. I think that was really helpful.

Susan Heaton-Wright [00:12:06]:

Now, everybody listening, this is one of the reasons why I wanted Alexander to come on here, because you managed to reach an elite athletic— athlete point of— so you went to the Olympics, and for those last 8 years you did it on your own. For most of us in our lives, when we are doing careers or when we're progressing with our career or we're wanting to be an entrepreneur, we have to rely on ourselves a lot more. We don't have that team of physios and psychologists and, um, around us to push us forward. It's on us. What, what's your— what are your comments about that?

Alexander Toffolides [00:12:53]:

Yeah, I completely agree with you, uh, Susan. And I would say I think one of the most important drivers in this situation is to have a strong why and to understand yourself, because the— to understand what are your life values, what do you believe in, and what drives you. Because this— when you have this and you're confident in this, uh, in the good moments it will support you, and also in the, in the more negative moments it can give you strength, a source of strength. I think that's really important, the why. Um, and look, it's not set in stone forever, your, your values and what you think. That they change over time. I mean, how my life values and, and what motivated me at 18 and very different at 32, they could— of course they adapt and they change. That, of course, that's, uh, different.



## SuperStar Communicator Podcast

Alexander Toffolides [00:13:40]:

Um, so I think, I think that's the first thing which I say is, is very important. Um, Yeah, and then I think, as I mentioned before, I think the holistic effort thing is, is really important as well because you've got to look at— you've got to look at the whole of it. And, you know, you've got— if you've got a task, uh, I think really breaking it down and taking more holistic approach gives you more chance to achieve it. And in addition to that, I would say that not to be upset if sometimes you don't achieve your goals, right? Because I think this is a big thing that And I think what's really interesting, at each Olympics I failed to qualify for, I learned a new, um, development skill. And I think— wow. So how I would define it, when I missed out by one place after Rio, I think, I think I really understood this one point, which was that you can't control the outcome, you can only control the process. Because when my, when my father died in 2015, there was still 9 months left to qualify, and I said to myself, I want to do it for him. You know, and I gave it 100% in all aspects, but I still failed.

Alexander Toffolides [00:14:51]:

And I was so angry and upset with myself that I couldn't even do it for my father because— yeah, years before, there was, um, Olympic fencer from Egypt, and his father had died 6 months before the London Olympics. And 6 months later, he went on to get the silver medal. And I remember in the interview, he'd said, 'I did this for my father. My father inspired me to get this medal.' So I thought, okay, I want to do the same thing. And when I didn't, it made me feel even more doubly upset. So what I would say— so what I would say to listeners is that two things is, first of all, you can only control the process, not the outcome. So if you give everything 100%, that's all you can ask. Yeah.

Alexander Toffolides [00:15:33]:

And second thing is progress is not linear, right? So you can put the effort in and you expect, okay, if I put all this hard work, 3 months later, that work, you know, the, the results will come, and it doesn't work. And if you think like that, that also re— double down the negativity. So that's what I would say, uh, outcome, uh, process over outcome, and, um, success isn't always, uh, linear with it, with effort.

Susan Heaton-Wright [00:16:03]:

Oh, that's brilliant. Do you think therefore that we need to have the mindset that we there are some things we can't control. There are some outcomes that we can't control, whether it is that on the day someone was just better than you, or that you, you got an injury on the day, or something like that that prevented you from being successful in that situation. Yeah, 100%.

Alexander Toffolides [00:16:31]:

And, uh, in sports psych speak, they call it controlling the controllables, and I think that's You know, I think you split it into two categories, which you say, what things can I control? I.e., yourself. You know, you can control yourself. You know, you can control, uh, you know, doing exercise each day, waking up in the morning, making your own bed. My mother's orders to



## SuperStar Communicator Podcast

me when I was younger. And you know, there are certain things you can control, and those things you should do because also they give you confidence when you— the things you can control it gives you more confidence. You can tick off that task and it works, right? Uh, the second thing is there are things that are out of your control and you've got to learn how to manage them. I— you know, somebody— you may turn up for work and you have split task and somebody talks to you in a very negative way. You can't control what's going to come out that person's mouth, but what you can control is how you react and you emotionally react to that situation.

Alexander Toffolides [00:17:30]:

So Um, that's a lot about— that's a lot of the preparation that I did when I was fencing, because I would control the controls. So how could I make sure that physically, mentally, and technically I was ready to compete? But also I did something called scenario planning, where I would plan for certain situations what my reaction would be, because particularly in a sport like fencing, uh, where it happens so quickly, you are not able to stop, analyze, this kind of thing. So your brain has to quickly recognize situation and understand what your pre-planned response to that was.

Susan Heaton-Wright [00:18:07]:

So, um, yeah. Very interesting. And so I, I love watching athletics, and in the summer there were the, the World Championships, and time and time again British athletes were saying, oh, well, it was too hot. 'Oh, you know, all of these excuses.' I think it was in Tokyo again. I thought, well, surely you've worked out, or your whole team around you, because you've got a whole team, that you need to prepare for these particular climatic situations. And yet there was an excuse. What would you say to that without being, um, being diplomatic?

Alexander Toffolides [00:18:52]:

I think, look, also, I think Look, two things I'd say is yes, of course you can prepare for that. So they could have done warm-up weather training. There are different ways to prepare for this. I think I say two things, that first of all, life is a constant process of learning, right? So I think what I find always really funny is that when somebody will offer someone advice on something, maybe something's happened to you, happened to me, you say, I, I'd advise you to do it this way. But people only also learn by making the mistakes of the actions themselves. So I mean, now I guarantee those athletes will know they need to do some more warm weather training. Um, uh, then I would also say, um, you know, it's completely normal to have those kind of thoughts, right? Like, it's, uh, it's because human beings, we have egos. It's very easy to blame others or blame situations for something.

Alexander Toffolides [00:19:46]:

That's normal, right? Uh, but what I would say— so it's very easy when we fail at something to look, you know, I don't know if you're an athlete or a student or this blame your boss or blame your family or blame circumstance. Ironically, the reality is sometimes life is unfair. You get dealt a set of cards and you're responsible. You're the one who's— you're



## SuperStar Communicator Podcast

responsible for your life. So that's why I'd say is actually it's— you've got to take responsibility.

Susan Heaton-Wright [00:20:13]:

Yeah, and if you've done everything you can, including hot weather training and things like that, then you can hold your head up high even if you're disappointed. I think it's a tough gig for athletes and sports people being interviewed immediately after a disappointment.

Alexander Toffolides [00:20:35]:

100%, uh, I'd say to— yeah, just on the last point you made, 100%, because look, it's natural to be disappointed and upset, uh, when you've, uh, when you've lost, and you need time just to compute that and just to put some logic to it. In terms of— I completely agree what you said. If you've given a— that's why I talk about a lot holistic effort. If you've given 100% holistic effort, you can look yourself in the mirror and say, that's all I can ask. And I had a very interesting moment, and that's the second, uh, development, uh, skill I learned after I failed for the— to qualify for the Tokyo Olympics. So for the Tokyo Olymp— so how it works in fencing, either you qualify as a team if you're a big team like Italy or GB or USA, uh, that if you're from a smaller country, you still have to qualify through Europe. But what happens is they send one fencer per country to a qualification event. So it's about 35 fencers, and only the winner— one spot will go.

Alexander Toffolides [00:21:35]:

So it's very— oh my goodness, gosh. And actually, in Tokyo, I lost in the final of that competition again. So again, I was one place away from qualifying. So Rio, I missed out by one place, and then Tokyo again. But something really interesting happened which would then help me qualify for Paris 4, 4 years later, was I was on a training camp, um, in Italy about 3 week— about 2 weeks before I was due to compete in this competition. And every day, whether I'm doing fencing or in my general life, I do something called a mental warm-up. Which is basically I focus on how— do a different exercise to be able to focus on the present, to turn negative— and to turn negative thoughts into positive thoughts. It's a thing I do each day, same way people do physical, uh, warm-up and stuff like this.

Alexander Toffolides [00:22:26]:

Um, I was walking down, it was a 10-minute walk to the, the training, and I was doing my mental warm-up and I just smiled internally. I smiled and I was like, wow. And I just realized myself I had given over this last 3 years, 4 years, everything. I prepared, I was physically, I was ready mentally, I was ready technically, I was ready. And whatever the result was gonna happen 2 weeks later, I was satisfied and I had to be satisfied with that. And it was a great learning that somebody like me who's so competitive, and I do admit when I was younger really defined my success. If I, if I was successful, I had won. And if I was a failure, I'd lost.

Alexander Toffolides [00:23:05]:



## SuperStar Communicator Podcast

It was a really, transformative moment for me because I realized, no, you can't control the outcome, 100% process. If you've, if you've, if you've given that effort, you can be happy at that. And that was a really great learning for me. Brilliant.

Susan Heaton-Wright [00:23:19]:

Now I've got— you, um, gave me 3 questions to ask. How do you, how do you train your internal communication to stay composed under Olympic-level pressure?

Alexander Toffolides [00:23:33]:

Yeah, so I kind of just touched on it a bit, bit then. Yes, yes, which is what I would— so one of the, the big things that I worked on was my mental skills. That's definitely been my advantage over those 4 years. And I think, so I think when someone's doing training or doing something in a non-pressure environment, it's kind of maybe might be a bit easier to execute, right? And of course, when pressure mounts up, you could be outcome-focused, different things, different things coming your way and not able to execute it. So I thought mental skills are really important, and I have been doing for many years now kind of a mental warm-up. And, and the point of this is that, let's say if we go and play tennis, we go and play golf, how many people listen to this podcast, you know, do you physically warm up before? Maybe just turn up, play, but physically warm up before? But how many of you actually, um, warm up your brains, which the ones are going to execute your actions, right? So, um, I find that 3 key elements for me that I need to be warmed up mentally to perform under pressure is the ability to focus on the present, right? That's really important because— and I do that through box breathing. So, which is I breathe my breath, I'm focusing on my breath, I'm going to probably do 10, 10 minutes a day. And my mind may wander— what's for dinner, what my tasks are— and the aim of the exercise is really just to focus back on that breath and to be able to focus on the present.

Alexander Toffolides [00:25:04]:

Because the reality is all of us in life have daydreamed before, our, our mind wanders, and the key is that's normal, but then how to focus back on your task. You know, if your mind is thinking of other things, you're not going to execute your task efficiently. Second thing is all of us have negative thoughts, doubts, these kind of— it's completely normal. And again, sometimes there is a kind of emotional side of it. You may not thinking logically. So what I always do, I wake up in the morning, any negative thoughts that I have, I kind of rationalize and, and put logic to them. So I kind of— and you can do that by verbalizing that, that's a very strong tool, or you can do that by writing it down. There are many different ways you can do that.

Alexander Toffolides [00:25:47]:

And then finally is you know, you— as I said before, a bit of scenario planning. So you can kind of— now that can be done through visualization, so you can visualize it, or for people who are less visually, uh, focused, it can just be kind of talking about it, almost rehearsing what different tasks you, you are doing, whether that's sport, whether that's business, or general life. Oh, brilliant. Sorry for the long answer.



## SuperStar Communicator Podcast

Susan Heaton-Wright [00:26:11]:

No, no, that's absolutely fine. Now before we go, because I'm aware that you're a very, very busy person, what are your 3 top tips to share with the audience?

Alexander Toffolides [00:26:24]:

So I think, you know, I think the first thing— sorry for repeating myself, but—

Susan Heaton-Wright [00:26:28]:

no, no, no, no, it's good. It's good.

Alexander Toffolides [00:26:30]:

Yeah, I would just, just to hold on, I'd say, I'd say, look, the most important thing is you are the captain of your own ship, right? You need to take responsibility. Life will be unfair sometimes, will be good, be bad, but you are the one who knows yourself the best. And yes, it's important to seek advice from people who are experts in things, but your responsibility for, for the actions that you take— I think the sooner that you can realize that, it will really, uh, unlock a lot of things for you. Second thing I would say, definitely, as I've said before, process over outcome. You can control the process, you can't— cannot control the outcome. Thirdly, I would say, um, holistic effort, right? 100% effort doesn't mean just sweat, it means all the preparation behind. So if you have a task, make sure you look behind, prep all those things, uh, to, to that task. Um, I'll add two more.

Alexander Toffolides [00:27:32]:

Fourth—

Susan Heaton-Wright [00:27:32]:

oh, go on.

Alexander Toffolides [00:27:33]:

Fourth is that, as I told you, yes, you need to take responsibility, but it takes a village. Surround yourself with people who build you up, who give you positivity, and are there for you, that you could— you can seek counsel on. Very important. Can be family, can be friends. It's up to you to determine the composition of that. And finally, enjoy the journey. I think that's— don't forget to enjoy it, because I, I trained to qualify for Olympic Games for 21 years And my Olympic Games journey experience was 7 days in Olympics. So if I hadn't enjoyed, uh, enjoyed the 21-year journey, uh, maybe not a good return for 7 days.

Susan Heaton-Wright [00:28:16]:

Yeah, that's true. So what have you got— what have you got happening in the future? Are you going to try for the Olympics again in the United States?

Alexander Toffolides [00:28:25]:



## SuperStar Communicator Podcast

So it's very exciting times now. So we have, um, the Commonwealth, which is coming up next year. Oh yes, yes, we have European Games in 2027 and then the Olympics in LA in 2028. So I'm still in training, um, and I hope to qualify. I— for me, mental school is already really— was always really important. So, uh, that's why I also want to kind of spread my message of, uh, of, of that over the next 4 years as well. Oh, brilliant.

Susan Heaton-Wright [00:28:57]:

Now I'm sure that there are going to be people that will want to contact you, Alex. So, um, how could they contact you? Because I know that you've got your book, um, *Fighting for Your Dream: Mastering Resilience and Performing When It Really Matters*. Um, I'm sure that people would like to purchase that. Where, where could they purchase it?

Alexander Toffolides [00:29:18]:

Yeah, so you can purchase that on Amazon. It's available on Amazon, so directly from Amazon, uh, *Fighting for Your Dream*. Um, please follow me on, uh, Instagram, Alex Toffolidis, and also, uh, my LinkedIn, Alexander Toffolidis. I'm very lucky that my name is a bit unique. There's only one of me. So if you type in Toffolidis, eh, hopefully the spelling— you'll find it. You'll be able to find me. And look, I really hope in the future to be doing, um, there'll be a lot of stuff on media, some content you can follow to get more tips and stuff.

Alexander Toffolides [00:29:50]:

And I hope to do some workshops as well in the future. Oh, brilliant.

Susan Heaton-Wright [00:29:53]:

Do you have a website as well?

Alexander Toffolides [00:29:55]:

Yes, my, my website is, uh, [alextoffleedies.com](http://alextoffleedies.com).

Susan Heaton-Wright [00:29:59]:

Oh, it's Alex. Yes, I've got that all written down so that that will be in the notes for this episode. Is there anything else you want to add?

Alexander Toffolides [00:30:09]:

No, that's right. Thank you very much, Susan, for having me. It's been very enjoyable. Thank you.

Susan Heaton-Wright [00:30:14]:

It's been an absolute delight. I've learned so much. And listeners, Do reach out to Alex because he's got some great things to offer. So until next time, this is Susan Heaton-Wright from Superstar Communicator Podcast. Thank you for listening.

Susan Heaton-Wright [00:30:37]:



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Thank you for listening to the Superstar Communicator Podcast. If you found this episode useful, follow or subscribe so you can join me every 2 weeks for more insights and conversations with business leaders. Who know that how you communicate shapes the impact you make. Let's keep in touch at [superstarcommunicator.com](https://superstarcommunicator.com). At Superstar Communicator, we help leaders and teams influence with clarity, confidence, and purpose through training, masterclasses, and practical resources that make communication work in the real world. We offer masterclasses, keynote speeches, facilitate workshops, virtual workshops, programs, and one-to-one coaching. You can be part of it by exploring what we offer or by contacting me directly. You'll find all of the details in the show notes.

Susan Heaton-Wright [00:31:10]:

And if this episode resonated, please share it with someone who's stepping into leadership or who wants to influence more effectively. Until next time, communicate with purpose and make your impact count.

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