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JOB FRONT



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Taking cues from reality TV

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Reality TV may be in the realm of buffoonery and cattiness, but could it hold the key to better business?

A city company that has coached more than 400 people about how to make a splash on programs, such as Bravo's "The Fashion Show," is taking its song and dance to corporate break rooms.

The New York Reality TV School recently branched out into executive coaching and group seminars, with the pitch that supersizing your personality can help you sell more, connect with clients and can foster cohesion in the workplace.

Companies who have signed up include Virgin Mobile and Mohegan Sun Casino, according to Robert Galinsky, an acting coach and the school's founder.

"(There are) many parallels between reality TV and business," said Galinsky.



During a coaching session, Robert Galinsky, center, guides participants in an exercise meant to loosen them up. Galinsky started New York Reality TV School. (ANDREW HENDERAKER)

"A confident, charismatic personality stands above the competition."

During a recent session at a Long Island City eyewear company, activities included icebreakers and tangential nuggets about brain chemistry. The meat

of the hour-long session was "double clicking the T" to strengthen the "we," a series of exercises in which workers honed in on their proudest achievements to foster company goals.

Revealing one's personal history — whether being

able to bench 100 pounds or being the youngest manager of a Roy Rogers — stimulates genuine connections with clients that lead to sales, Galinsky said.

"When people pop on reality TV, it's because their personality has done

COACHING COSTS

This enthusiasm boost comes with a hefty price

Robert Galinsky charges \$275 an hour for private coaching. Corporate contracts can go into the tens of thousands.

something to build a fan base. Audiences can tell," Galinsky told workers at Zyloware Eyewear.

Participants said the session helped them feel pumped and more attuned to clients. That's a perk, as the recession has taken a toll on morale, said James Shyer, the company's chief operating officer. "When you feel like part of the team, it gives you more of a purpose," he said.

Galinsky, who helped coach 50 Cent, said the reality TV focus gives a unique perspective in making people better leaders.

"(These sessions) make people work harder and work smarter," he said.

THIS WEEK'S JOB FAIRS & EVENTS

Tomorrow

Building Your Resume to Its Greatest Potential

Location: Executive Suites at the Hippodrome, 1120 Sixth Ave., fourth floor
Times: 7:30-9 a.m.
To register: \$25 in advance, \$30 at the door. 212-626-6937, info@acareerchoice.com.

Job Seekers Contact Research

Location: The New York Public Library, Science, Industry and Business, 188 Madison Ave., lower level
Times: 3:15-4:15 p.m.
To register: Free. 212-592-7000.

Web2NewYork Networking Event for Post-Internet Media, Advertising and Business

Location: Gallery Bar, 120 Orchard St.
Times: 6-10 p.m.
To register: \$10. Peter Verkooren at 646-688-3257.

Wednesday

Business Start-Up Resources and Services

Location: The New York Public Library, Science, Industry and Business, 188 Madison Ave., lower level
Times: 3:15-4:15 p.m.
To register: Free. 212-592-7000.

