

A popular speakers' principles

NATHI OLIFANT

CY Edmondson strikes one as very articulate and eloquent. He is a confident speaker and has the ability to draw a crowd's attention.

The 33-year-old ace motivational Umhlanga-based speaker spoke to *The Witness* this week about his life and how he has achieved through his three beliefs.

These three, he said, are: Believe in yourself, believe in your dreams and that you are special. He is himself wheelchair-bound since 1990 after he contracted an unknown virus that attacked his spinal cord.

As a motivational speaker, Edmondson said he likes to customise his topics according to school or institution's needs, something that involves a lot of research.

"I'm a person who believes in communication, something that we badly lack in this country, I suppose. Through talking and being at ease to say what you have to say goes a long way," he said.

He does not delve into HIV/Aids or "don't do drugs", as he thinks much has been said about these. He said he nonetheless believes that the root of these evils need tackling. He said his talks help people to think hard on social issues and how to deal with



Cy Edmondson ... confident and eloquent, preaching the power of self-belief.

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them. He said through communication and through skills of public speaking issues like suicide and depression can be dealt with.

"We believe in driving resources through people, developing business culture and motivating for competency in one's job, feedback is vital because it informs you of your direction."

Edmondson is married to Wendy Lurie, his former nurse and now partner in the business of public speaking. He knows about the self-belief that he preaches: He and Wendy have an 11-year-old son, Joshua. He was born after the young couple were informed that producing children would be a near miracle.

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