



STOP HOLDING BACK

IMPACT REPORT 2018



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WELCOME

'Giving young adults who stutter the best chance to succeed in their working life'

Stop Holding Back's mission is to empower young adults from 21-35 years of age who stutter, with the confidence and tools to exceed their potential in life, without being restricted and imprisoned by their stutter. Stop Holding Back was founded by persons who stutter (PWS), to fill a vital gap for PWS starting out in working life.

In just two years, Stop Holding Back has developed a combination of coaching; techniques; support and monitoring tools to build on the therapies and support our PWS received through their infant and teen years. Our primary motivation is to be able to give our PWS the self-coaching tools and knowledge to manage, maintain and speak in a more comfortable and controlled manner.

Stop Holding Back's work is pioneering. The one to one coaching programme developed by our founders Ayo Adesanya and Chris Jackson, focusing on the physical and psychological aspects of stammering is already delivering powerful results. Our objective now is to encourage our mentee's who have been through our Stop Holding Back One on One

coaching programme, to become mentors and coaches themselves.

Over the next year, Stop Holding Back (SHB) will complete the development of the other SHB support services for our PWS community, including our Video programme using real life video self-modelling. In addition, a new website will offer a range of self-help and mentoring opportunities, providing direct access to SHB support.

Monitoring the impact of the services we have developed will be vital to ensure we achieve on our mission. We are excited by the creation of our evidence-based practise tool (Stop Holding Back App), which will be used by our mentee's and PWS to provide quantifiable self-reporting. This will be a major step forward.

SHB is already changing lives. I would like to thank our trustees, founders and volunteers who have been instrumental in helping us to achieve the tangible outcomes and outputs presented in this first Impact Report.

James Redhead - Chair

OUR IMPACT TO DATE

Overall Outcomes

116 people registered with SHB to access our services

40% growth in registered members



50% average growth in website visits and views

100% of people reported significant improvements in their overall quality of life

OUR IMPACT TO DATE

Overall Outputs

22 people received
one to one coaching

2 people accessed the video course



11 people attended our
information days

20 joined the
Family and friends
support network

OUR SERVICES SHB video programme

The SHB Video Programme aims to teach our PWS, the stuttering tools and mentality they need to stop holding back in their everyday lives. The Stop Holding Back Video Programme (SHBVP) is divided into two components.

Instructional Videos

The instructional videos are categorised by different elements of SHB speech therapy; the techniques, the mentality, the habits, routines and the role models. All videos are developed by SHB coaches and mentees. Each video features a description outlining the set of studies detailing empirical support for the techniques/habits endorsed on the video. The demonstrations provided are performed by mentees and coaches alike.

Video Self Modelling (VSM)

The second component uses VSM to improve the maintenance of treatment effects. Research on VSM for stuttering indicates that using VSM improves perception of stuttering severity, speech satisfaction and overall quality of life. With new wearable technology, SHB is helping pioneer 'Real-Life Video Self Modelling' (RLVSM) using POV footage from challenging encounters. Examples of our RLVSM programme thus far can be found on our website.

RLVSM will also become integral to our SHB support network activities. SHB WhatsApp groups will become useful platforms to post and share successful RLVSM videos. Among other things, sharing RLVSM videos enhances our self-acceptance and nourishes the sense of community we have built amongst our SHB support groups.

The SHB video programme is designed to give our mentees and PWS on-demand bite-size therapy no more than 5 minutes in length. This deliberate size also makes them applicable for our SHB iOS/Android application. In your pocket, online and offline, SHB videos give our mentees access to speech therapy anywhere and at any time. A first in speech therapy.



SHB One on One Coaching Programme

The SHB One on One Coaching programme is the cornerstone of SHB’s work with PWS. The programme developed by our SHB founder, Ayo Adesanya, is tailored to the specific requirements of the mentee to suit their unique environment and lifestyle. The programme combines evidence-based techniques and models developed by the world’s

leading practitioners with SHB’s pioneering on-going support; self-reporting and monitoring work.

Successful applicants are paired with a SHB coach for at least six months to help implement the therapy techniques. During this time, the mentee and their coach will cover:

Physical Breathing, voice modulation and stuttering modification techniques

Motivation monitoring and assessment models

Psychological models to gain a better understanding of their condition and the self-help tools to improve and sustain their speech improvement

Self-Actualisation applications for speech and personal development

Physical assertiveness and self-acceptance techniques

Practical checklist word exercises

On-going Contact and Support Sessions and activities in multiple environments

Self-Reporting and Monitoring support using our Stutter Life Log.

The reciprocal nature of the coach/mentoring process acts as an incentive for coaches to continue mentoring well after the requisite six months.

SHB Support

We provide support to our mentee's and registered members at every stage of their involvement with SHB. SHB Support now encompasses:

SHB Technical Support Groups: These groups are for mentee's enrolled in our one on one coaching. This is a proactive support group, providing coaching on their speech, whilst helping cultivate a new attitude towards life.

SHB Life Challenges: Our Life challenges aims to attack the individual's biggest challenges in relation to speech and personal development. This includes organising social and professional events in the environments they fear most.

SHB Social Events: Our SHB social events help to build a strong community, bringing our mentee's and PWS community closer together and expanding their comfort zones. The SHB social events will also be where our mentee's and PWS community practice their new personal development skills and use the tools they have been given.

SHB Family and Friends Support Network: SHB believes that gaining the support of the people closet to our mentee's and registered members is integral to the individual's successful progression. The SHB Family and Friends Support

Network provides on-line and face to face environments for parent; partners and their friends to discuss successful ways in which they have been able to provide support. The Network is also an important opportunity for us to educate this community about the tools and techniques needed to help our stammers maintain their progress.

SHB Information Days: The monthly SHB information days give the general public opportunities to ask our mentee's and PWS about SHB.

The information days also give our PWS the opportunity to practise their new skills.



SPOTLIGHT ON OUR PWS

Chris Jackson

// I went to University where I achieved a 2:1 in Business Management but had a very mediocre experience again avoiding, using tricks and bunking every tutorial because there was every chance I would have to contribute something vocally. Everyone thought I was either rude or stuck up. I used to get 'you're actually alright you know CJ' a lot, once someone got to know me. Despite my decent grades, I could not get past a telephone interview when applying for jobs even though I was confident I could do the job with my eyes closed.

I experience an adulthood of not being able to get a 'proper job' in the financial industry and experienced a mixture of business ventures with partners I felt, I needed to talk for me. Every passing year, I watched all my friends hitting predictable milestones that I was nowhere near reaching.

More recently I have started a recruitment company with my sister, Stephanie. Ironic that the person who was constantly rejected by recruitment agencies now runs and owns one. I suggested the business venture and wanted to contribute to the business rather than people thinking his sister had given him a hand out. I felt guilty that I had to make a list of all the phone calls that needed to be made and wait for Stephanie to be free for me to dictate to her what to say. It was almost like her workload was doubling up as a result of my stutter. I knew the only thing that could stop us from succeeding was my speech and me holding myself back. My motivation changed. It was long term now. I knew I wanted to do great things and knew I wanted to prove to myself that despite all the setbacks. I could do something great with this company and make a difference. I just didn't know how to make that change.

The turning point for me came when I was at my lowest struggling in all aspects of life. The straw that broke the camel's back was when I was at a football game on 10th January 2018 standing in line to get a burger. My legs went to jelly and my whole body went into a state of panic when my cousin asked me to order his food for him whilst he went to the toilet. "No! the plan was for you to order my food for me!" I said to him fluently in a panic. I felt guilty seeing him standing in discomfort all because I couldn't just say two burgers and chips please with a two Diet Coke. I messaged a Facebook group asking to return on a course I had tried as child. Luckily, I was referred to Simon Bailey and met Ayo, now both great friends and mentors. Through explaining the importance of self-acceptance, hard work, expanding comfort zones, self-coaching, removing co-dependency along with speech and mind set shifting tools and techniques, I have been able to really gain control of my stutter. Once I was awoken to ignoring the victim mentality and hard done by attitude along with realising my long-term motivation for working hard on my speech, I was able to break free of the imprisoned life I was living for the past 28 years. I know there are many more people out there living just how I was and I'd like to be able to help them the way I was helped.

Ayo Adesanya

“ For 27 years, I had done whatever it took to hide my stammer as best I could and I developed many tricks and avoidance tactics to hide it. Where I lived in denial of my stammer, doing anything it took to appear to be fluent, trying to be someone I was not. This resulted in an existence full of lies, disappointment and embarrassment. It not only affected me but it affected my friends, family and career choices in the most negative ways. This was the story of my life up until the age on 26. I am now 28. I would say I have only been alive for 2 years.

My university experience for the most part, I found to be very difficult and filled with negative speaking experiences, but I did have some great memories it certainly wasn't all bad, as every now and again I was able to not focus on my speech but to enjoy the moment connecting with the people around me. I remember meeting my house mate for the first time, I had blocked so hard on the A sound of Ayo. I lost eye contact and the remember feeling so helpless and embarrassed, I just wanted to hide away, there was nothing I could do and it's a memory I still remember like it happened yesterday.

I remember picking a module I wasn't interested in instead of a subject that was much more aligned to my interests in my 2nd year at university. The problem was the latter had a presentation at the end of the module, I thought If I did the presentation I would be stuttering, blocking and showing myself up and I just couldn't go through it. As a result, I picked the harder module and barely passed, this is often the price we pay as persons who stutter.

Once I had graduated from university the pressure was truly on. I had to look for a real job. I avoided all jobs relating to banking, the subject I graduated in, because of pressure of not having good communication skills, having the ability to network, and present to clients. I ended up condemning myself to jobs I hated but knew I could do, I spent the next 4 years, living within my comfort zone and living a life full of discomfort.

These negative thoughts, feelings and experiences all came to ahead in my mind one night, when I decided enough was enough. I decided, life wasn't worth living anymore. I decided to kill myself, but I'm thankful that I didn't go through with it.

I took a new approach to life, enrolled on a 3-day intensive course which helped me initially to understand my potential, but I eventually left as it was holding me back severely.

Although, it was foundational to my later success. I began my own personal development journey, took responsibly for the result of this action before I knew the path and became the best version of myself. I could have never imagined I would have done the things I have done since investing in my own personal growth and sharing what I have learned to help other people who suffered the way I did.

Tom Hickmott

“ I began stuttering at an early age and was happily unaware of this fact for most of my early life. However, when I was sixteen stuttering began to severely impact my life. Everyday tasks like buying food or making phone calls were agonising and this negatively affected my career prospects; I avoided taking on part-time jobs and I rejected the opportunity to go to another school for my sixth-form to study the subjects I loved because I resented having to show my stutter to new people. After having to confront this fear when I went to the local institute for my foundation diploma my speech completely deteriorated and with it my mental health.

During this period of depression, I experienced a tumult of emotions: shame about how my voice sounded, anger that I still stuttered while others had lost their's and a profound sense of a lack of control over my own life . However, what I found most distressing was the seemingly random manner in which my speech oscillated between fluency and severe stuttering, why could I be fluent one day and effectively mute the next? A four-day speech therapy intensive drew me out of the depths of my despair and gave me a renewed sense of control over my own life.

Rejuvenated, I went on to study Fine Art at university a year later, but the question of variability persisted. At first I put this down to my inability to adequately use the techniques taught on the course, I was simply a bad student. But over time I began to notice patterns in my speech that transcended techniques, why was my speech so much better the days I spoke to other PWS? Further, why was my speech so much worse the afternoon after a night out but brilliant the morning after? Such questions made me realise there was more to speech therapy than speaking techniques.

To investigate what lay beyond speaking techniques I began to measure my speech against the variables that I thought influenced it using a customisable app called ‘ Reporter’. Every day for the past year, I have spent 2 hours entering data on this app to produce the most in-depth investigation into a PWS's life yet. From my preliminary findings I have discovered the techniques espoused by SHB decreases my stuttering severity, improve my quality of life and makes me more confident and assertive. Confirming an earlier suspicion, I also found that unhealthy habits such as binge-drinking made my speech worse, especially the day after.

My gradual discovery of the lifestyle choices and behaviours subtly influencing my stutter have allowed me to formulate a lifestyle optimised for reduced stuttering, and I now live a life considerably happier than when I began documenting my speech. If graduates of our programme follow this protocol I believe that ‘Stutter Log’ has the power to achieve the same for any PWS. I look forward to realising this when we launch 'Stutter Log' on the app store in 2020.

Anthony Hinchcliffe

“ My name is Anthony Hinchcliffe and I have had a severe overt stutter my entire life. I believe the worst thing about stuttering is the social anxiety that accompanies it. The most minor interactions such as ordering lunch or calling to make an appointment would fill me with fear and social situations were unbearable.

I moved to London in late 2017 to work at a small software firm as a software developer. Although I was proud of the work I was doing, after eight months, I still felt anxious going to work every day knowing I would struggle to speak to my teammates. I felt embarrassed that I couldn't explain my ideas and interact with clients in an acceptable manner.

I can honestly say that everything changed for me the day Ayo visited my workplace to explain the “Stop Holding Back” mentality to my colleagues. Since being mentored by both Ayo and Chris, my situation has improved remarkably. The “Stop Holding Back” mentality they teach has changed how I view social situations and myself as a speaker. I now feel comfortable communicating with my colleagues, and better, I can see a clear path forward to replicating my success at work to other social situations.

I am extremely grateful for all the time and mentoring that Chris and Ayo have invested in me and I have no doubt they have the ability to have a similarly positive impact on many other people's lives.



STRATEGIC FOCUS FOR 2019

Goals

2019 will be a busy year for SHB with these key goals to be achieved.

Development and launch of our SHB Life Log Application

This innovative and ground-breaking self-reporting tool, pioneered by Tom Hickmott, will create a new, accessible and effective form of stuttering therapy. The Stop Holding Back Life Log will:

- Be delivered as an iOS and Android application for smartphones and tablets.
- Improve workflow by uploading real time data/logs etc to SHB coaches.
- Enable the pooling of data together into a private cloud type database for analysis.
- Allow access to participant data for analysis by external independent researchers.

Once our Stop Holding Back is launched, SHB has set these goals to achieve for our Stutter Life Log users:

- To improve speech satisfaction by >50% in the majority of our participants comparative to when they started the programme within a 30-day time frame.
- To increase speaking confidence by >50% in the majority (>70%) of our participants comparative to when they started the programme within a 30-day time frame.
- To decrease speaking anxiety by >50% in the majority (>70%) of our participants comparative to when they started the programme within a 30-day time frame.
- To decrease avoidant behaviours by >50% for the majority (>70%) of our participants comparative to when they started the programme within a 30-day time frame.

Completion of our SHB Support package

- 24/7 on-line support via webchat; forums and closed user groups, all facilitated by SHB staff and volunteers
- The SHB speakers club, supervised by an SHB coach, will provide our mentees on our SHB One on One coaching scheme, the opportunity to develop their speech in public environments.

Appoint our first SHB Ambassadors

- Our mentee's will be encouraged, on completion of their SHB One on One coaching programme, to mentor individual members of our PWS community. As SHB ambassadors, they will go into their places of work and other environments, giving advice and presentations on how to support them.

Recruit our 1st SHB coach via the SHB Coaching Scheme

- All individuals who have passed through our One on One coaching scheme will be assessed during 2019 and one mentee selected to become the first SHB Coaching Scheme appointment.

New Initiatives

We are already working on a number of specific initiatives for 2019. Further details will be published on our website in the coming months.

Stop Holding Back App

Our most important new initiative in 2019 is the development the Stop Holding Back App iOS/ Android application. Currently, there are several 3rd party application available to conduct self-reporting assessments for happiness, **anxiety, depression etc.** but none specifically tailored to stuttering. The 'Reporter' app that Tom Hickmott, SHB Trustee and mentee, has customised for his 'stutter log self-reports' currently retails in its standard form at £7.99 on the app store. As an iOS exclusive app 'Reporter' excludes the majority of smartphone members who use android tables and smartphones.

It is important that we build an app independent of these 3rd party applications. Using app's like Reporter requires constant liaisons with international developers to tackle glitching/faults, and time to customise each downloaded app for our mentees. Further, data entries made on these app's can often belong to the developer and are difficult to retain privacy for. The SHB App will be fully autonomous of any 3rd party provider and all data entries to be strictly privatised. It will also create a potential new source of income for SHB, through online sales to the wider PWS community.

The data garnered from the Stop Holding Back App will also invaluable in providing data for stuttering researchers. In the research community It is widely acknowledged that there is a dearth of research on the subjective **experience of stuttering, an area essential to the understanding of the condition.** By sharing our reports and assessments with researcher's, the Stop Holding Back App will be helping to confront a key issue in stuttering research as well as providing the vital quantitative data for gauging the effectiveness of the SHB One on One coaching programme.

SHB Coaching Scheme

The SHB Coaching scheme aims to encourage mentee's, who have completed their One on One SHB coaching programme to become SHB mentors and coaches in their own right.

The individuals will be assessed over a 1-year period. If approved to go forward for training as an SHB speech coach, the mentee will undertake training under the supervision of our Head of Coaching and Trustee, Ayo Adesanya. It is hoped that all SHB speech coaches will receive an accredited qualification.

MONITORING

SHB is committed to monitoring the impact of all our services, to ensure their effectiveness is sustained. The development of the Stop Holding Back App will provide the quantitative data to measure and report on the outcomes of the SHB One on One Coaching programme and other SHB Support. This quantitative research will be supported by repeated independent qualitative research at staged intervals. The results of this progress will be used to guide our planning and future Goals.

Quantitative Measurement Reporting

The Stutter Life Log Application is fully customisable. Each mentee will be able to choose the variables suited to their life and specifically, self-report on these variables on a daily basis.

The Application includes an SMS reminder system to ensure the mentee reports on their progress frequently.

The main output will be real time performance graphs, to enable the mentee and their coach to track their progress.

All the data collected from our mentee's using the Application will be peer reviewed and a summary prepared for our annual Impact Report.

Qualitative Research

SHB will commission a respected independent research body with extensive PWS research experience to conduct our qualitative research.

The research is expected to include:

- Exit Interviews with Mentee's
- Annual Survey to PWS accessing SHB services.
- SHB Support Group focus groups.

The results will be presented as an independent report to the Trustees of SHB. The executive summary of the report will be included in each future Impact Report.

We highly value the research methods of the scientific community and believe their endorsement is vital to ours as well as their own success.

We also believe that by using existing products in our therapy procedure we can operate on a quid-pro-quo basis.