



# SPEAKERS' CORNER NEWSLETTER



**April 2013**

## **“A chance to start new.”**

As you know we like quotes and came across one recently which seemed appropriate for our 16<sup>th</sup> anniversary: “Every year on your birthday you get a chance to start new.” Sammy Hagar.

Whatever you didn't achieve last year doesn't matter, it's gone. All that matters is what's ahead and what you believe you can achieve.

Our biggest challenge at Speakers' Corner is making people believe they can be great presenters if they want to be.

We remind them of the benefits: good presenters are looked up to by their colleagues, they gain promotion, earn more money and as US research states they make better lovers.

We should be inundated after that claim.

Good luck with your dreams and planned achievements in 2013 – it's a chance to start new.

## **Barry Graham and Sally Clare**

**“The beginning is always today.” Mary Shelley**



A dash of colour to a dreary spring. A flock of dyed sheep seen in Scotland .

## **You only have to be brave for 3 seconds**

This was a piece of advice a father gave to his son about having the courage to ask a girl out. It was in the 2011 film 'We've bought a zoo'. It struck a chord with us and is a mantra we now repeat in moments of self-doubt.

Simple!

## **Do you have 5 names supporting you?**

We were running a communication workshop at McCann's last week for a client and because Barry had worked there he felt a story from his experiences could show how good communication benefits all.

It went like this:

“I'm delighted to be back at McCanns. I was their Middle East Manager when the region needed to be developed, so I spent a great deal of time on new business locally. Now McCanns wasn't known by everybody but their 5 biggest and longest standing clients were – Coca-Cola, General Motors, Unilever, Exxon and Nestle.

So they became my friends and allies as I made my pitches. It gave me confidence, made me believe in what I was selling and the more I did it the better I became and new business followed”.

Our client on the day was associated with one of the five names so a personal connection was made and tips for successful communication established at the start.

**“Act as if what you do makes a difference. It does.”  
William James**

## **Judging your own presentation**

We had a client once who judged his new TV commercial by first viewing it without sound. How much could he understand of what was going on? Did it make him want to find out what was being said? It was a strict test – some commercials failed, some went back for revision.

We believe you can adopt the same practice for deciding whether your presentations will work or not.

We receive via e-mail powerpoint presentations without a script. We normally know the intended audience and the likely purpose but not the core message.

So we put on our audience's hat and ask 3 questions?

**1. What is the key message in this presentation?** This is the most difficult part because there are often multi messages and no way to judge their relative importance.

**2. Do I like the look of the presentation?** Is it attractive to view? Clear to follow? Am I interested enough to hear the words? Or is it a very dull reading lesson?

**3. What action am I being asked to take?** Is there a benefit for me? Do I care? Does it make a difference? Will I take the action?

This might sound like a lot of hard work – it is. Why shouldn't you be your toughest judge and know your presentation is worth having the sound on?

**“If ‘Plan A’ didn't work, the alphabet has 25 more letters. Stay Cool.” Sebastian Mourra**

## **We're all in Sales now**

One of our favourite David Ogilvy quotes is: “The more people trust you, the more they buy from you.” He should know this because his first job was selling Aga cookers door-to-door in Scotland in the 1930s in the Depression.

To learn more about how you can become a better salesperson there's a new book by Daniel Pink: “To sell is Human” ISBN 978 0 857786 717 9 which drills deep into the benefits of why we should all be able to sell.

It's a good read, full of first-hand evidence from around the world of people who were able to sell time and time again and why trust is central to it.

He reveals the three qualities that are now most valuable in moving others – “Attunement, Buoyancy, and Clarity”. He finishes off with what to do – “Pitch, Impromise, Serve”. Well worth reading.

**“If you don't fail occasionally you're not trying hard enough.” Robert Altman**

## **One-to-one Training**

We've been doing one-to-one training for as long as we've been running workshops. We've trained all levels and disciplines from Chairmen/CEOs through to Account Managers. We've doing two more this week in the City.

We normally work in a face-to-face situation. But we can work via e-mails, phone, skype – any way which suits our delegates.

You get honest, clear direction and uplifting feedback so you can deliver a better presentation which reflects your intellect and talent and so you make a better impression.

## **Business is great. A story...**

A landscape gardener ran a business that had been in the family for three generations. The staff were happy, the customers were happy. For as long as anyone could

remember the current and all previous owners had been very positive people.

People assumed it was because they had a successful business, as the owners had always worn a badge saying ‘Business is Great.’

Like any business it actually had its ups and downs but they always wore the badge. New customers would frequently ask: “What's so great about the business?” Some would comment on how bad their own business was.

As a result the owner would enthuse about the positive aspects of his business – helping customers, meeting interesting people, a relaxed and happy workplace and the work itself. The customers would leave feeling a lot happier and infected by his enthusiasm

If asked about the badge in a quiet moment, the owner would say: “The badge came first, the great business followed.”

**“Word of mouth is the best medium of all.”  
Bill Bernbach**

## **Learn from an Expert or two**

Jon Favreau is a speechwriter for President Obama and has given an interview at Harvard about writing speeches for him. It includes some great clips: [http://www.youtube.com/watch?v=kaT\\_9ULzf2w](http://www.youtube.com/watch?v=kaT_9ULzf2w)

The UK Speechwriters Guild will be having their Spring Conference in London on May 16. **We will be there and have negotiated a 20% discount on the ticket price for our readers.**

Rory Sutherland past IPA President and Vice Chairman of Ogilvy's will be there receiving his award as 2012 Business Speaker of the Year. The event is chaired by Phil Collins ex-speechwriter to Tony Blair and a Times Columnist.

See who else is speaking at the Spring Conference <http://internationalspeechwriting.eventbrite.co.uk/>

**To get your 20% discount enter our name “SpeakersCorner” in the promotional code box.**

See you there!

## **Speakers' Corner** **Helping people deliver their best stories**

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# Summary of Training & Coaching 2013

## The Power of Storytelling

### Who will benefit?

The art of storytelling is an important weapon in anyone's communication arsenal so any managers who have made a number of presentations and are competent at delivering.

### Workshop outcomes:

To understand the different ways to use stories in business presentations.

A step guide to crafting stories.

To develop the confidence to use stories to make more impact.

To release imaginations to communicate more creatively.

To observe themselves in action as a storyteller and receive feedback.

## NEW A Presentation Masterclass

### Who will Benefit?

Managers with 5 plus years of experience who have to deliver presentations to all levels of clients and internal management. Maximum 6 delegates.

### Workshop outcomes:

A best practice for writing presentations NOT a straightjacket of powerpoint.

How to produce an in-depth v a focused presentation.

Best practice for writing a send ahead/leave behind document.

## Selling Creative Ideas

### Who will Benefit?

Anyone who has to sell ideas – whether the original creator or account management. Typically, a prospective delegate may lack confidence or feel unable to put together a logical argument or find it difficult to bring an idea alive. They may have only just started in the business or have years of experience.

### Workshop outcomes:

A better understanding of the 'client's viewpoint.'

What is the most 'persuasive case for buying'.

The skills to sell the logic behind the idea.

The confidence to bring an 'idea alive', helping the client get into the right 'mind frame' for creativity and the right 'visual frame' to understand.

- A step-by-step plan of action for selling their ideas.

## One-to-one Coaching

### The areas we cover include:

1. Preparing for a major industry or company conference – speech writing and delivery.
2. Working on a particular aspect of delivery - voice, presence, body language, emotional connection.
3. Building greater self-belief and confidence in front of an audience.
4. Building greater connection and engagement through message and delivery.
5. Working on speaking fears/ being unable to rise to the presentation opportunity.
6. Working on assertiveness /building greater credibility /developing greater personal presence.
7. Helping prepare for MC'ing a major event.

## Maximising Business Presentations Advanced Business Presentations Conference Speaking

### Who will benefit?

We offer a range of workshops which are tailored to the needs of the delegates from graduate through to MD. We design the workshop for each client's particular requirements and include learnings and exercises on the message, medium and messenger.

**All workshops are one day and normally run between 09.30 and 17.30.**

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