



SPEAKERS' CORNER NEWSLETTER



January 2015

How to become a better presenter in 2015?

This is our 60th newsletter and the beginning of our 15th publishing anniversary. We've been training longer than that. We're 18 in April – it feels very grown up and exciting.

We're pleased that the economic prospects for the year are optimistic and according to Sir Martin Sorrell it's a G2 year with America and China as the two dominating countries. He also announced Digital would become the biggest UK media in 2015. We're glad we train digital agencies. You want to be where the growth is.

January is always a good time to reflect on what we've learnt in the past year, what never seems to change and what we hope for all our delegates.

Without a doubt the power of storytelling to inspire, engage and build bridges between you and your audience remains key to any communication success. So never give a presentation without a story. Use a personal story and reveal part of yourself so your audience can connect with the real you.

As we observe and feedback on hundreds of presentations we always recommend reducing the number of slides. They clutter presentations and diminish the presenter. How about a new year's resolution of a maximum of 10 slides per presentation? And when you've achieved that work down to none.

What do we want to see from our presenters in 2015? To build a greater trust with their audiences. But how? For them to show more passion, more knowledge and be more prepared to offer a point of view. To work their voices more so they grab and captivate their audiences.

As the late David Ogilvy said: "The more people trust you the more they buy from you."

Happy New Year and good luck with all your presentations in 2015.

Barry & Sally

"What the New Year brings to you will depend a great deal on what you bring to the New Year." Vern McLellan.

Without trust, business as we know it is impossible.

We are frequently asked "how do you get people to trust you personally"? "By showing the real you" is our stock answer. In personal friendships, we're happy to do this but when it gets to business, many keep their barriers up – not wanting to reveal their more vulnerable side.

So in our Storytelling workshops we run a session on exactly this. As the workshop progresses, we find the group is ready to share their vulnerable stories – even those who have been reluctant until this point to lower their guard. We begin by telling one of our own stories of when we have felt vulnerable.

One of Sally's concerns was her path through breast cancer treatment which included chemo, surgery and radiotherapy. She continued working and no-one knew she was ill. And that was important to her – she didn't want anyone to feel sorry for her or to treat her differently. However once all the treatment had been completed Barry suggested that they told their clients. So this time last year Sally told everyone. She's still glad no-one knew at the time, but she was touched by the messages once it was all over.

To give you an idea of the stories we're told - in one recent workshop we heard stories about – a mother dying, a child in intensive care, a long term illness hidden from colleagues, a 'wake up' to reality life changing moment and many more.

Now we're not suggesting that you will actually tell such a personal story to a client or colleague on a frequent basis, but what we find is after this particular exercise the delegates better understand that they need to find a closer personal connection. Because it's only through this that they will build the kind of trust that results in strong business relationships.

"The best way to find out if you can trust somebody is to trust them." Ernest Hemingway

How can I help you?

Graham Norton the UK TV host in his recent book, "The Life and Loves of a He Devil: A Memoir", tells the story of how when he first came to London in the late 80s his first job was a waiter in Covent Garden. He claims it made him a better person.

"I think it makes for a better everybody. Not only do you become a nicer person to waiters in later life, but you learn how to read people. You discover how easy it is to be nice,

how easy it is to be a s****, how easy it is to avoid being a complete s****.”

It doesn't cost you anything to be nice to someone but it can cost you your reputation and business if you're not.

“The greatest ability in business is to get along with others and to influence their actions.” John Hancock

Listening to TED

We enjoyed listening recently to Marcus Webb, Chief Storyteller of TEDMED. (TED's medical stories). Marcus works with all their presenters before they do a live TED show. He makes them do 4 full rehearsals over a 48 hour period to build their confidence and to sharpen and polish their story so it's ready for their audience.

As he said: “The audience wants your truth. But they want it through the medium of your personality.”

Marcus continued “We don't let them have a podium or any notes. We tell them to take off their coats. To stop hiding behind the data. To stop hiding behind their powerpoint. Don't show up in your “expert” persona. Talk to the audience as you would an old friend.”

And we tell them: “If it's relevant to confess a personal failure or talk about the pain you've been through, then do it.” As you can imagine this is terrifying advice for many people. But if they can bring themselves to engage at this level, they can win a staggeringly large audience.

To see Marcus' speech in full go to: www.europeanspeechwriters.podomatic.com and click on Marcus Webb.

Whatever your size of stage this can work for you too. So when you open up, reveal a personal issue which your audience can identify with.

“Look up at the stars and not down at your feet. Try to make sense of what you see and wonder what makes the universe exist. Be curious.” Stephen Hawking

Finding stories to tell

Are you reading the media with a view to getting stories you can use? Here's a couple Sajid Javid, Minister of Culture, Media and Sport in the UK government told.

Sajid Javid reflected recently in a speech how far he had come. He's a son of an immigrant Pakistani bus driver. He has made the Cabinet after only 4 years as an MP.

Driving home from the election count he said to his wife: “Did you ever imagine, in your wildest dreams, that one day I would be a member of parliament”?

And she replied: “Darling, in my wildest dreams, you don't feature at all.....”

Javid also revealed that he was once a victim of poor translation when a Japanese delegation visited the Treasury. His guests looked confused when introduced to

him. Javid later found out that his job title of Economic Secretary had been translated as “cheap typist”.

It could have been worse, the department's permanent secretary was introduced as “the typist with no hope of promotion”.

The minister probably heard them elsewhere and adapted them for his speech - so they are yours to use as appropriate.

“When you share your story with someone it becomes their story too.” Marty Rubin

Reading people's minds

We went to Wilton's Music Hall – the oldest music hall in Europe – just before Christmas and saw Mrs Hudson's Christmas Corker. 4 stories about Sherlock Holmes and Dr Watson. They were entertaining and full of seasonal cheer including a game played with the audience to show Holmes could read and influence our minds.

It goes like this –

Think of a number between 1-10.

Multiply by 2.

Add 8.

Divide by 2.

Subtract your original number.

Turn your number into a letter of the alphabet – 1=a 2=b 3=c 4=d.

Whatever letter you arrive at, think of a country beginning with it.

Then go to the next letter e.g “e” and think of an animal.

Now you will have almost certainly come up with DENMARK ELEPHANT. If not do it again.

“We convince by our presence.” Walt Whitman

Cuba 2015

We are visiting Cuba this January – to check it out as the tour agents say “before it changes” which could happen sooner now with the US embargo lifted.

We know we will have limited wifi access which may cause us to go cold turkey for a few days. But from previous experience we know it will become quite liberating! However we won't be short of possible speaking opportunities. We read that a Cuban artist, Tania Bruguera, is setting up a Hyde Park style Speakers' Corner in Havana. We plan to visit.

On that note can we suggest that in 2015, we all cut our email dependence and instead enjoy more human contact.

As an old BT commercial used to say: **“It's good to talk.”**

Barry Graham and Sally Clare

Speakers' Corner
Helping people deliver their best stories

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Summary of Training & Coaching 2015

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.

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.

Workshop Outcomes:

A new approach to writing a memorable presentation.

Ways to make stronger connections with audiences.

Developing greater personal confidence to step outside the norm.

Seeing themselves in action and getting extensive feedback.

Understanding of their personal responsibility to improve the standard.

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.

All workshops are one day and normally run 09.30 and 17.30 for a maximum of 8 delegates.

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