



# SPEAKERS' CORNER NEWSLETTER



**October 2013**

## What can Speechwriters learn from



Barry spoke at the European Speechwriters Network Conference in Brussels last month about Mad Men.

His purpose was to convince speechwriters that they need to adopt a more professional approach to their craft by learning how the ad people of the 60s created memorable advertising and follow their principles.

Speeches like ads are about business, about selling ideas, about getting people to buy you. They need both emotional and logical rationales with executions guaranteed to make them memorable.

So in a nutshell, what can speechwriters learn from Mad Men?

Understand your audience and speak to them in their language.

**"If you want to persuade me you must speak my words, think my thoughts, feel my feelings."**  
Cicero

## More voices from the stage

We were recently talking with Ben Hillson MD of Aspect Conferences. Aspect runs over 250 conferences & events annually worldwide.

He said that for the first time ever we listen to strangers first before we listen to people in authority. We are sceptical of the promises made by our leaders.

He is constantly suggesting to his clients that rather than having the CEO do a 45 minutes speech from the stage they bring in more voices onto the stage which support and expand on the boss. Using video links, recorded pieces as well as live performance, these 'voices' provide substance to the overall message.

So for maximum audience attention make a change every 10 minutes.

**"Go as far as you can see and when you get there you will be able to see further"** Zig Ziglar

## Great advice from "The Queen"

There's a great tip in the play "The Audience" with Helen Mirren playing Queen Elizabeth the Second and the audiences she had with her Prime Ministers.

She tells John Major (Prime Minister in 1991-97) that she only speaks for 8 minutes when she gives her televised Christmas message to the Commonwealth because that's all her subjects can have the patience to listen to.

A great tip for us all.

**"The quickest way of boring people is to talk too much."** Voltaire

## Skype Training

We were recently asked to train some delegates via Skype. They were based in Europe and there wasn't the time or budget to visit them market by market.

We had to make some adjustments but they were straightforward. We viewed the presentation in advance; we knew the purpose & core message; we gave feedback on the slides before Skyping. This

process created more delegate commitment to the session and reduced wasted time.

The other insight we were reminded of was how important the voice is in communicating trust, empathy, enthusiasm, conviction. All the body language in the world can't compensate for that.

The delegates enjoyed the experience too - not only did they all feel their presentations were greatly enhanced and their delivery but they had the minimum disruption to their working day which was a real bonus.

Skype training can be quickly organised and is more flexible. Contact us now to find out more on ++ 44 (0) 208 605 3782 or e-mail [info@speakersco.co.uk](mailto:info@speakersco.co.uk)

**P.S.** The Skype training format also lends itself perfectly to helping people who are running Teleconferencing with their clients. The client has the presentation in advance. What is the step plan you need to sell it?

**“On presentations, have more than you show, say less than you know.” Anon**

## Speaking Tips: No 2

In the last newsletter we introduced a new section on Speaking Tips. Here's our second tip from William Hague.

Hague is the British Foreign Secretary. He is an accomplished speaker and author. He first spoke at the Tory Party Conference when he was a schoolboy aged 16 and Margaret Thatcher was Prime Minister.

If you look him up on Brainy Quotes you will find many business and diplomatic quotes but this is our favourite quote. It says so much about the art of speaking and the essence of connecting with your audience

**“Don't embellish your speech with fancy phrases and long sentences. Speak simply and speak from the heart.”**

## The Great Zumbrati

We were visiting Niagara Falls last month and stood 7 feet from the Falls – “awesome” was the only way to describe it.

It reminded us of the story of the Great Zumbrati – we've included it before but a good story is always worth repeating.

Many years ago the Great Zumbrati had just completed a perilous tightrope walk over the Niagara Falls. It was a blustery day and he was very glad when he stepped safely onto the side. He was met by a crowd of well-wishers. One man holding a wheelbarrow said “That was wonderful! You are a master!”

The Great Zumbrati thanked him and said the weather had made the crossing very difficult. “Nonsense,” said the man. “I bet you could walk back across pushing this wheelbarrow.”

“Conditions are too bad,” said Zumbrati . But the man wouldn't stop pestering. “I am certain you can do it,” he insisted. “OK” said Zumbrati at last “Get in the wheelbarrow”

**“We understand everything in human life through stories” Jean Paul Sartre**

## The funny side of Powerpoint

It was obvious that sooner or later “Death by Powerpoint” would become a subject for a stand-up comedian.

This You Tube video “Life after death by Powerpoint” posted by North American Don McMillan takes powerpoint principles to excess.

He offers a whole new meaning on Pie Charts with Pizza Pie, Pot Pie, Cake Chart, Birthday Cake Chart, Wedding Cake Chart, Upside Down Cake Chart. It gets the creative juices flowing.

Certainly we see things more easily when we see the funny side.

<http://www.youtube.com/watch?v=KbSPPFYxx3o&list=TLT09zU-gIcv4>

**Good luck with your presentations.**

## Barry Graham and Sally Clare

### 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.

## 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.

## 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.

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

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