

18 SPEAKERS' CORNER 1997-2015 NEWSLETTER



July 2015

Best Foot Forward.



Sally and two daughters – Hannah & Dulcie – decided to challenge themselves to walk 10 miles for charity – Breast Cancer Awareness. They did it in 3 hours (not a bad time), and felt positive in mind and body. They also beat their target of £2,000.

Now we all know walking is good for us but a recent Stanford study claims that the simple act of walking – no matter where - offers a tangible boost to creative thinking.

A walking person was far more likely to meet challenges with creative responses than a rival who was sitting said the study.

If you prefer to do your walking on a treadmill, that's fine - you'll still get the same benefit.

However, it does seem a shame to miss this wonderful summer by not being outdoors.

"Everywhere is within walking distance if you have the time." Steven Wright

Nerves are good for you.

We are often asked by delegates "How can we control nerves"? Interestingly, people believe if they are nervous they will be seen by the audience as nervous. From our filming of thousands of delegates there is usually no visual evidence of them – so don't worry how you're looking because your nerves are probably not showing.

In fact, having nerves is a positive thing because it shows we are in touch with our feelings. And feelings help us to connect with our audience. It's when nerves take us over and we're worried more about ourselves than our audience that the problems start. Our first concern must always be our audience.

So how do we learn to control nerves? There's a number of ways. All audiences want you to succeed otherwise they have a miserable time. Remember you are the expert on your

presentation subject. And so long as you've thought about the needs of your audience your message should be important to them. You must aim to know more than your audience on the subject you're speaking about. This takes time, research and effort.

The more you practise the better you become. If you practise a presentation 3 times you will be more relaxed and the presentation will flow more easily. If you rehearse 6 times it will be embedded in your mind. You will be more confident, fluent and passionate.

"Nerves and butterflies are fine. The trick is to get the butterflies to fly in formation." Steve Bull

Are you listening?



A few years ago the financial advisers industry in the USA did a survey to find out what their members thought were the most important attributes to being successful in selling. The most important were Trust, Rapport and Listening.

If you can truly listen to what is being said, process the information, and use it effectively, your communication skills will only get better as time goes on.

We think Larry King sums this up perfectly: "I remind myself every morning. "Nothing I say today will teach me anything. So if I'm going to learn, I must do it by listening."

"There is a difference between listening and waiting for your turn to speak" Simon Sinek

The 3 minute challenge.

Barry had a client once who insisted that all presentations should take only 5 minutes.

On one occasion, Barry over-ran to find the client telling him to come back later. The client knew that every subject could be covered in 5 minutes if you focused your argument and didn't waffle.

We've developed and shortened that challenge in our "Art of Communication" workshops to 3 minutes because that's often how long you have to pitch your presentation to a senior executive.

So here's what you need:

1. One key idea.
2. No more than 3 supporting points.
3. The answers to these questions:
 - i. How will this change their lives?
 - ii. Why should they care?
 - iii. How can they apply it?
 - iv. What are the next steps?

You can put this together in around 30 minutes and know you'll have your 3 minutes presentation on time and ready to go.

"If it matters to you, it will matter to your audience."
Speakers' Corner

Being on the same wavelength.

We re-read John Medina's book "Brain Rules" and it reminded us of three of the key principles of being on the wave length as our audience

1. 10 minute rule: People's attention drops after 10 minutes if you carry on in the same mode. So if you're using slides, come out and use a prop or flip over. As he says you need an ECS – Emotionally Competent Stimulus – to re-connect with them. Alternatively, just deliver a 10 minute presentation ending with a fanfare.
2. Vision trumps all other senses: words are powerful but you need to create visual imagery with your words so they'll be remembered. You also need to bring yourself alive so all your movements count. You create a video of yourself and your message.
3. People don't pay attention to boring things: That's why stories are so powerful.

"No one can lie, no one can hide anything, when he looks directly into someone's eyes." Paulo Coelho

The eyes have it.

We've always said how important 'eye contact' is in helping to show personal honesty and integrity.

So we were interested to read that when researchers put an image of eyes on a poster for an 'honesty box' in a coffee room, they found contributions increased by 300%.

Summer reading



A holiday is often the only time you may designate the hours to read a book - to escape into the pages of a good story. It may even be one you have read before. We've dedicated the remainder of this newsletter to a couple of stories we think are worth a second read.

Burying the lead.

News reporters are told to start their stories with the important information. So their first sentence, their lead, contains the most essential elements of the story. Afterwards, information is included in descending importance. In this way, whatever the reader's concentration or interest level, they can maximise the information they take away.

The inverted pyramid approach is alleged to have begun during the 19th century when wartime reporters used military telegraphs to transmit their stories back home. As they could be cut off at any time, they sent the important information first. This approach makes a lot of sense for writing your presentations.

Remember, most people will listen to you at the beginning of your presentation – so give them the reason to listen. And if you're unexpectedly asked to cut your presentation time down by 50%, if you lead with your core message you'll always make your point.

Stories fuel imaginations.

In Mozambique during the 1980's civil war, the author Henning Mankel met a young man whose clothes were in tatters, who was very skinny and obviously hungry. But this young man had used his imagination and the colours of roots and herbs to paint shoes on his feet, to keep and defend his dignity in some way.

As Mankel said, "it's important to tell his story because it could happen to all of us and it reminds us that we have many more ways of surviving than we may think".

"Human beings are very rationally made. If we didn't need imagination to survive we wouldn't have it."

Tell stories so you can fill the imaginations of others and open their minds to what is possible.

Good luck with your stories, your presentations and your pitches.

Barry Graham & Sally Clare



28 Gloucester Road, Richmond, Surrey TW9 3BU
T: ++44 [0]208 605 3782 M: ++44 [0]7973 313187
E: info@speakersco.co.uk W: speakersco.co.uk

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.

The Art of Communication. Persuasive 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 - 17.30 for a maximum of 8 delegates.**



28 Gloucester Road, Richmond , Surrey TW9 3BU
T: ++44 [0]208 605 3782 M: ++44 [0]7973 313187
E: info@speakersco.co.uk W: speakersco.co.uk