



SPEAKERS' CORNER NEWSLETTER



July 2014

Open with a bang

This was the advice the composer Johann Strauss gave to his pupils. It's good advice for any presenter but interestingly it's rarely used. There's an obvious danger here in that the quieter you start the less you will engage your audience. And if you do come up with a terrific opening but feel you don't have the time to use it, ask yourself whether you're not throwing away your chance to make a real impact with your audience.

You may wonder where we are going with this thought. Well recently we received a link to the opening of the 2014 Oscar Presentations in Hollywood which showed an opening sequence which was not carried by the international TV channels – presumably on the grounds of “there wasn't time”. It's a sensational opening worthy of the best Oscar traditions. <http://www.twitvid.com/embed.php?guid=L558O&autoplay=0>

When you come to write your next opening, remember this sequence and find your equivalent to launch your presentation with a BANG.

**Good luck,
Barry & Sally**

Stories add value

A story can invest ordinary objects with extraordinary significance.

Significant Objects.com is a website dedicated to the power of a story. It began as a social and anthropological experiment. The researchers started with a hypothesis that a writer can invent a story for an object giving it subjective value and in so doing increase its objective value.

The researchers, Rob Walker and Joshua Glenn, bought \$128.74 worth of objects from thrift stores. To test the power of words, they then wrote stories about each of the objects and using these stories, sold the items on ebay, making \$3,612.51. This represented a 2700 per cent average increase in the item's original value.

According to Significant Objects, “stories are such a powerful driver of emotional value that their effect on any given object's subjective value can actually be measured objectively.” We know that messages become more valuable when they are supported by a story. It's often the story that convinces the listener and helps them remember the significance of your message.

If you'd like to know more about how to find, write and deliver your own best stories to add real value to your messages then visit: [w: speakersco.co.uk](http://w:speakersco.co.uk) or contact us via e: info@speakersco.co.uk or t: 0208 605 3782 to learn about our Storytelling Workshops.

“To hell with facts! We need stories!” Ken Kesey

The secret of influencing

Unless you're a trained spy or a psychopath you will never be able to successfully lie to an audience! Your body language in particular will give you away. So why do we see presenters attempt to deliver a message they neither believe in nor understand?

Don't set yourself up to fail. Instead believe in your message because you know it makes sense - first for you and then for your audience. The confidence will follow.

But to help you, the secret of successful influencers is in their body language – the way they dress, stand and walk and in the way they speak - concisely and precisely – without an um or an err.

“A pitch does not take place in the library of the mind. It takes place in the theatre of the heart” Source -Life's a Pitch

Wedding Speeches

We are often asked to help out with speeches for Weddings by Bridegrooms, Best Men and others.

For anyone who has to make a wedding speech here is a story which gives you a memorable opening.

“There was a mother and daughter standing outside a church watching a bride going into a church on the arm of her father.

The young girl said to her Mother: “Mummy, when I grow up can I get married?” “Of course you can dear” said her mother.

“Mummy, I really want to get married when I grow up” said the young girl. “Darling, don't worry you will but why do you want to so much?” said the Mother.

“Mummy, I want to get married because you go in on the arm of an older man and come out on the arm of a younger man.”

So it's there to be used. Finally, if you want any “Love” quotes look up Geoffrey Chaucer of Canterbury Tales fame. We liked his “Amor Vincit Omnia” - “Love Conquers Everything” - A great line for a wedding.

“To those who can dream, there is no such place as faraway”. Anon

New Expressions

We’ve all heard about “tone of voice” but we came across “tone of face” And, of course, it’s just as important. People don’t just listen to words they watch your expressions.

“You’re braver than you believe, and stronger than you seem, and smarter than you think”. Christopher Robin’s advice to Winnie the Pooh

New Books

There’s a very useful new book out called **“TALK LIKE TED”**. Written by Carmine Gallo, a US speaking coach and author, it analyses the most viewed talks and interviews of the most popular presenters in order to distil its findings into “the nine secrets” of all successful TED presentations.

It defies a simplistic summary and is well worth a read. You will definitely come away with ideas to help you improve your content, structure and overall performance. TALK LIKE TED ISBN 978-1-4472-6113-1 UK £12.99

“Rules are what the artist breaks. The memorable never emerged from a formula.” Bill Bernbach, Co-Founder DDB

Story – “We don’t need more knowing, we need more doing.”

In the early 20th century an efficiency expert Ivy Lee met with his prospective client, Charles Schwab who was President of Bethlehem Steel, and outlined how his organization could benefit the company. Lee ended his presentation by saying: “With our service, you’ll know how to manage better.”

Schwab then stated: “We don’t need more ‘knowing’ but need more ‘doing’. If you can give us something to help us do the things we already know we ought to do, I’ll gladly pay you anything within reason you ask.”

“I can give you something in twenty minutes that will step up your doing at least fifty percent,” Lee answered.

“Okay”, Schwab said, “show me.”

Lee then handed Schwab a blank sheet of paper and said: “Write down the six most important tasks you have to do tomorrow in order of their importance. Then first thing tomorrow morning look at item one and start working on it until it is finished.”

“Then tackle item two in the same way; and so on. Do this until quitting time. Don’t be concerned if you have only finished one or two. Take care of emergencies, but then get back to working on the most important items. The others can wait.”

“Make this a habit every working day. Pass it on to those under you. Try it as long as you like, then send me your cheque for what you think it’s worth.”

In a few weeks, Schwab sent Lee a cheque for \$25,000* with a letter stating that he had learned a profitable lesson.

After five years this plan was largely responsible for turning the unknown Bethlehem Steel Company into the biggest independent steel producer. Schwab purportedly made a hundred million dollars and became the best known steel man in the world.

(* \$25,000 would be worth over \$600,000 in today’s money)

“True persuasion only occurs after you have built up emotional rapport and earned their trust” Carmine Gallo

Story – Sales Pitcher

A story told by Michael Grade (ex BBC & ITV Boss) about his famous impresario uncle, Lew Grade.

The great impresario was recruiting a salesman. A young man came to see him, and Lew, smoking a cigar at nine in the morning, bade him to sit down on the other side of his huge desk.

“You want to be a salesman?” asked Grade. “Here’s my water jug. Sell it to me” he challenged, handing the man a pitcher.

There was a pause, then the young man got up, walked round the desk and picked up Grade’s waste paper bin. He placed it on the desk, slowly got out a box of matches and set light to the contents of the bin.

Then he turned to Grade and said “Would you like to buy a jug of water?”

“Creativity is the last legal way to get an advantage over competition.” Peter Mead Co-Founder AMV

Storytelling Club

Here’s advance notice of a Storytelling Club we’re going to be running this Autumn for anyone interested in “Business Storytelling”.

Our plan is to run it one evening every fortnight in West London convenient for transport. Low cost, informal, fun. You can come when you want and we will help you with your stories.

The point of the club will be for everybody who comes to get up and tell a story on a theme. We will cover a principle of “Storytelling” to start the evening off.

More news after the summer

**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 2014

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.

Writing Presentations Masterclass

Who will Benefit?

Managers who have to deliver presentations to all levels of clients and internal management. Maximum 8 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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