



# What's the Story?

DECEMBER 2016

## How to Persuade

**Do you understand the motivations of your audience? Can you identify their emotional hook?**

**Or do you load your argument with as much ammunition as you can find?**

We'd like to tell you a story that we feel will help you come to the right conclusion. We've borrowed it from "Life's a Pitch" by Roger Mavity & Stephen Bayley. It's worth a read. <https://www.amazon.co.uk/Lifes-Pitch-Roger-Mavity/dp/0552156833>

A successful British businessman, Gerry Robinson was persuaded by Tony Blair's UK government to take on the chairmanship of the Arts Council and use his tough business skills to slash their budget.

"When Gerry got stuck into the job, he soon realised the budget needed to be increased not slashed. That was a hard sell to the government that had put him in the post to do the opposite. So he went to see Tony Blair and his chancellor, Gordon Brown.

He simply said to Blair: "Every civilised country funds its arts properly".

No spreadsheets and analyses - just a powerful appeal to Blair's vanity.

Then he said to Brown: "It's a tiny amount of money we need. Only about £200 million – that's barely the cost of a F11 fighter jet."

Gerry had understood the motivations of his audience perfectly, had made an emotional appeal over the logical and had presented his case with utter simplicity. He got his money.

**So when you're faced with presenting your case in 2017, remember what Gerry said.**

## Have you checked the equipment?

Danny Finkelstein the author and Times journalist tells the story of how he learnt his lesson on using powerpoint. He was asked to give a briefing to the British Cabinet.

Before he was due to go on he asked for access to the equipment so he could load up.

"We don't have a projector?" They replied: "This is 10 Downing Street not a conference centre".

## What plans have you got for 2017?

We've got a few which excite us. The first is to crack our 30<sup>th</sup> overseas market (we're on 29 at the moment) – if you want to help please get in contact.

We will be running our “Conference Speaking” workshop and we remind our delegates that “It's not what you can do for a conference, but what a conference can do for you”. Many people move up the ladder after a successful conference speech.

On the personal side we have booked to see Usain Bolt run in the IAAF Championships in London on August 9. It's the semi-finals of the 200 metres – an event he holds 3 Olympic Golds for plus the world record of 19.19 secs. He's one of the most inspirational sporting figures we know. We will enjoy the 8 months of waiting – a time to get inspired.

**Who is your driver?**

## Last thoughts....

We did 3 things over the first weekend in December which opened our eyes and minds.

Firstly, a visit to the new Design Museum in Kensington High Street where we were reminded of how good design is essential to all marketing and communication.

Secondly, we saw the film - A United Kingdom – the story of how in the 1940's Prince Seretse Khama of Botswana shocks the world and marries a white woman from London. The speeches are powerful and arousing. It's a story that deserves to be told.

Finally TED.com is offering “31 days of ideas in December.” It makes a good present to yourself.

If you want to know more about how our training programmes can help you in 2017 please contact us at [info@speakersco.co.uk](mailto:info@speakersco.co.uk) or visit our website [www.speakersco.co.uk](http://www.speakersco.co.uk)

**Our best wishes for success with your stories, presentations & pitches in 2017.**

*Barry Graham & Sally Clare*



28 Gloucester Road, Richmond , Surrey TW9 3BU T: ++44 [0]208 605 3782 M: ++44 [0]7976 919057 W: [speakersco.co.uk](http://speakersco.co.uk)