



What's the Story?

JANUARY 2017

Would I lie to you?

Over the holiday season we did our version of the TV game "Would I lie to you". For those who don't know the game, one person has to tell a personal story and the rest of the participants have to guess if it's true or false

In our game there were 8 of us – all family – so you may have thought that nobody could get away with deception.

Far from the truth.

It was the more elaborate and entertaining - and the better told story that won the day.

Why not try it out? It's a fun way of helping your team to develop their storytelling skills.

Do less this year

Nowadays, if you're not "busy, busy, busy" you're considered a bit of a loser. Even if much of what you do is "for show".

Forbes Magazine has proposed "doing less" as one of its 2017 resolutions for busy people.

Their first tip is to work out the three most important things you have to do personally and professionally each day. Stick with the important stuff and you free yourself up with more time and you'll worry less.

Successful and innovative people timetable in 'doing nothing' times.

Apparently, when they are 'doing nothing' they are at their most productive.

So in 2017 don't be a "busy fool" - do less and you may be surprised by how much more you achieve.

The Power of an Anecdote

The most complicated of ideas can be made simple by the power of a vivid anecdote – a story.

For example, imagine you're negotiating a deal between yourself and a supplier and you're both holding your ground so no progress is being made. Here's a skeleton anecdote you could use. Two cars are heading towards each other – who's going to give in first? Well if you've already thrown out the steering wheel, the other car knows that if it doesn't swerve you'll crash and both of you will be harmed.

Successful storytellers understand when they find the right anecdote [preferably one they can make personal], they can help their audiences to understand and so retell these important messages to other decision makers.

Stories are part of our DNA – so if you tell them well you will have an appreciative audience open to your ideas.

5 inspirational quotes from 5 very talented people.

A quote can always be used to help you open a presentation to 'nail' the point you want to make. And if you choose the right person to quote for your audience, you'll find some of their 'talent' will rub off on you.

STEVE JOBS Founder of Apple

“I would trade all my technology for an afternoon with Socrates.”

MICHAEL BLOOMBERG American Businessman

“There is always someone else who can do what you do, so you’ve got to make sure you do it first.”

SIR ANDY MURRAY World’s No 1 Tennis Player

“Always believe that when you apply yourself, you can achieve anything.... natural ability will only get you so far, there is no substitute for practice.”

JAMES CORDEN Actor, International TV and Film Star

“There’s an inner steel that comes from knowing you’re good at something. So search for the thing you’re good at and don’t stop.”

NICOLA STURGEON First Minister of Scotland

“Speak in your own voice, in your own words, in a way that makes sense to you and that could not be from anyone else.”

NB. If you’re looking for a particular quote for a presentation, go to www.speakersco.co.uk you’ll find a large selection of pithy, apt quotes for any presentation in our Quotes books and past newsletters. You’re also find our 2017 training portfolio if you want to become a better storyteller and speaker.

Here’s wishing you success with your stories, presentations and pitches in 2017.

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