



What's the Story?

January 2018

Always start with a story

There's no better way to open a presentation. Audiences love stories. They're more open to hear a story because they hope it will take them on a journey which will be emotionally rewarding, uplifting and most often inspiring.

If you're not already a storyteller, how can you become one? We recommend finding a story every day and using it. The media and internet are full of them.

Here's 4 classic ways to build stories from your own experience.

1. A time you shined. Share your experience where you tried something and it worked for you and others.
2. A time you blew it. People like to hear about failures, it makes you more human. Successful people always have failure stories. That's how they learn.
3. A Mentor. We can all relate stories of people we learnt from – a teacher, university lecturer, family members, a boss. These stories show two important qualities – humility & gratitude.
4. A Book, Film or Current Event. Every day the media is full of stories which if relevant to the point you want to make, creates a fresh impactful way to tell a story.

Remember, always to be on the lookout for a story.

You'll know when you've found a strong story by the impact it makes on you. Does it go in deep? Is there a lesson in it? Is it making a single point? Is it memorable? Are you excited by it? Do you want to re-tell it?

And if you still need convincing of the power of a story, research shows that after a presentation 63% of your audience remember a story but only 5% remember a fact.

What's a Pause worth?

In November 2017 the Leonardo da Vinci painting "Salvator Mundi" was being auctioned in Christie's New York. There were two contesting bidders and the last bid had reached \$284 million.

The auctioneer didn't go back to the other bidder immediately. He paused and let the seconds tick over. The tension built and everybody felt the bidding had finished.

It hadn't. The other bidder came back with a record breaking bid of \$400 million. The auction was now over and the applause broke out. The 20 seconds the auctioneer held his call was worth another \$116 million or \$ 5 million a second.

When you're selling an idea or want to build up expectations and desires, don't rush your client, pause for 10 seconds and let them reflect on the quality and value of your ideas.

A pause always adds value – much more than you realise.

Are you using a Sound Bar?

We bought a new large TV just before Christmas and expected great sound and colour. The colour was there but the sound wasn't. We had bought it online but went back to the store to complain.

An assistant told us that because modern TVs were incredibly thin they couldn't contain quality speakers. For superb audibility we needed a Sound Bar. It seemed to us that modern technology was going backwards. Any way, we bought one and we can now hear the quietest voice.

It's made us think of many speakers we listen to during our training whom we strain to hear. They all had their sound bars built in, but they were switched off.

So to help your audiences, please turn on your sound bars. Speak up, project your voice to the back of your audience, slow your delivery and enunciate each word and use eye contact throughout so each of your words is clearly heard. You'll hear the difference and see your audience fully engaged.

What's your favourite quote?

We used to include quotes in all our newsletters. Recently, a client asked us whether we could put a few in again. So here are some of our favourites:

"You only live once, but if you do it right, once is enough." Mae West

"Never, ever give a presentation that doesn't matter." Tony Carlisle

"If you don't prospect for business every day, something terrible happens. Nothing." P.T. Barnum

"Once you make a decision, the universe conspires to make it happen." Ralph Waldo Emerson

"Those who act, receive the prizes." Aristotle

"Get out on the limb, that's where the fruit is." Will Rogers

You can find over 300 funny, perceptive quotes on our website <http://www.speakersco.co.uk/newsletters>. They will spice up your presentations. If you want to go deeper into quotes sign up for Nigel Rees "Quote.....Unquote" quarterly newsletter <http://www.quote-unquote.org.uk>. It's from the BBC radio show which has been running since 1976.

If you want to know more about our workshops, one-to-one coaching or Conference sessions visit our 2018 Training Portfolio <http://www.speakersco.co.uk> or e-mail info@speakersco.co.uk

Good luck with your stories, presentations and pitches in 2018

Barry Graham & Sally Clare

