



## Even the very best lose sometimes

We're tennis fans and have been lucky to get centre court tickets for the middle Saturday at Wimbledon for the last 5 years.

Nothing can dampen (literally – there's a roof!) our anticipation leading up to the tournament nor our enjoyment on the day

This year on the middle Saturday, the 2015 champion and World No 1 player, Novak Djokovic lost to an unseeded American, Sam Querrey - a real upset.

Novak was playing on court one rather than centre court and with no roof the rain interrupted play on a number of occasions.

Whether this had anything to do with the upset we don't know, but a professional should always be able to handle such disruptions. The reality was that Novak wasn't at his best and Sam outplayed him.

But we have no doubt that Novak was out on a practice court the next day working on all aspects of his game. Because that's what professionals do.

It's a lesson we could all learn. Do you go out on your 'practice court' if you've lost a sale? Do you look to what you can improve?

It's a fact - even the very best lose sometimes but a professional never stops learning.



**"If you can meet with triumph and disaster, and treat those two impostors just the same."**  
(Words over the Players' Entrance at Wimbledon taken from the Rudyard Kipling poem "If".)

## How to make sure people remember your presentation

You have to leave no doubt in the audience's mind what you want them to do and how it will benefit them.

It sounds easy but in our experience it's the weakest part of most presentations.

Here are our 4 tips on ending with a bang!

**Tip1:** If you're speaking for 10 minutes which is an ideal length – the ending should take about 20% or 2 minutes.

**Tip 2:** The most important thing is to recap on your core message. That's the message you want your audience to absorb, remember and tell others. Can you express it in a memorable way? Is there a story to tell? Is there a catchy phrase for them to tell others?

**Tip 3:** Remind them of your purpose again. If they follow your recommendations they will achieve their objectives.

**Tip 4:** Finally, raise your volume, your passion, your conviction, put in a call to action. What do you want the audience to do when they leave the room? Make it clear, direct and unambiguous.

**If you follow our 4 tips, you will have helped your audience remember your presentation and they'll be more likely to take action on it.**



## You need to capture your audience's imagination

A very common excuse we are given by delegates for long and boring presentations is that their subject is complicated and detailed. We argue that every subject can be simplified and made engaging with some imagination.

This crossed our minds when we visited a great new art installation at the Royal Botanic Gardens in Kew <http://www.kew.org>- the world's most famous gardens just 30 minutes from Central London.

It's a magical piece called The Hive. It uses immersive sound and visual experience to tell the story of the honey bee. It makes such a lasting impact that you have to tell others to go & see it.

And because it grabs you, you want to understand the important role the honey bee performs in pollination and feeding the planet so you seek out the information that is there to read.

**Good luck with your stories, presentations and pitches in 2016.**

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