



What's the Story?

AUGUST 2018

What's your culture?

An anthropologist is visiting the Ubuntu tribe in Africa and suggests a game to the children.

He places a basket of sweets near a tree and makes the children stand some 100 metres away.

He then announces that whoever reaches the tree first would get all the sweets in the basket.

Then he said: "Ready, Steady, Go." But the Ubuntu children didn't race off, they held hands and ran together towards the tree.

At the tree they divided the sweets equally and enjoyed them.

When the anthropologist asked them why they did it that way?

The children replied "How can one be happy when the others are sad?"

Ubuntu in their language means "**I am because we are**".

Now that's a powerful unifier.

{Thanks to a friend Sorab Mistry in Toronto for sharing this story}

Headlining

If you want to get your audience's attention learn to Headline.

It's no different from the way an Editor approaches their newspaper.

Every article demands a headline that will grab attention but at the same time says something about what is to follow in the article.

So employ the same tactic when you speak. What can you say to headline what you are about to talk about?

Not only will it help you grab your audience's attention but you'll also ensure that they can anticipate where you're leading them.

A Great Communicator

Communication comes from the Latin word “communicare” – to care.

We heard the American singer Melody Gardot at the Juan Les Pins jazz festival last month.

Her session went on for over two hours until 1.30am – nobody wanted her to finish. She had charmed, captivated and shown her care throughout. She spoke French like she was born there – she was one of them.

Now Melody has a back story which we only found out that evening. 15 years ago (when she was 19) she was hit by a jeep and received devastating injuries especially to her brain.

It took a long stay in hospital and Music Therapy to activate her brain. She learned to play guitar supine from her bed. She began writing songs as therapy.

Undoubtedly adversity strengthens us. Melody’s life was saved by music and it gave her, her purpose to write and sing beautiful songs.

If you want to be moved by her communication listen to Melody’s latest album; “Live In Europe”.

Good luck with your stories, pitches and presentations in 2018.

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