



# S P E A K E R S ' C O R N E R N E W S L E T T E R



**April 2007**

## **It's our birthday – we're 10 years old!**

We're so glad we got on and started Speakers' Corner back in April 1997 – it's been a struggle at times but we're really proud of what we've built. We hope our **Story of the Month** will be an inspiration to any of you who have something important you haven't yet got on and started.

We believe the biggest communication change in the last 10 years has been the 'internet and text messaging'.

It may be easier to keep in contact but this has got a downside. We've become 'casual' about the way we communicate. We send and receive too many messages and end up not caring enough about many of them.

Most of us save the ones we receive from the important people in our lives - the people we like, care for and share our goals.

You can probably see where we're going with this!

If you want your presentation messages to be 'received' and 'saved', you need to work on being likeable and showing you care.

We'd like to say thank you all for your care over the 10 years: everybody who hired us - sometimes in the early days totally on trust; all you delegates who contributed to the success of the workshops – putting yourselves on the line; plus all our readers – thanks for telling us you like the newsletters and use the quotes.

**Barry Graham and Sally Clare**

## **'Put your heart in it'?**

What does it mean? And why is it important?

When you speak from the heart it is evident to everyone in your audience that you care.

Doug Stevenson, a US Storytelling coach gives a few suggestions to help you 'speak from the heart.'

1. Tell the truth - be honest.
2. Speak from your head with your heart wide open. Tell them what you think and how you feel about it.
3. Speak to people like they're your friends, rather than just people in an audience.

Putting your heart in it gives your message an urgency that makes it more compelling. Without emotion, 'messages are just a bunch of words and concepts.'

**'People don't care how much you know, until they know how much you care.'**  
Doug Stevenson

## **The Dream**

Martin Luther King died 45 years ago. He only got a C+ in speaking at college but spent the next 20 years honing his skills and wrote one of the top speeches of all time.

His 'I have a dream' speech made a massive impact on his audience then and can still stir emotions today. Why? Because of his use of resonance – his ability to strike chords that already exist within us.

The best speeches are almost never self-contained, wholly original. So don't be too proud to borrow - but borrow from the best!

**'I skate to where the puck is going to be, not to where it has been.'** Wayne Gretzky

**'See me, feel me, touch me.'**

Martin Lindstrom, the branding expert and author of 'Brand Sense' wrote in the UK Times in March how brands are missing out by not using all the senses to communicate with their consumers.

Since 83% of all the communication we receive is visual, that means only 17% is being used by the other four senses. He questioned if logo references were taken from a brand's communication material whether the consumer would still be able to identify it – probably not he concluded.

Tiffany owns their blue colour because very early on they realised the importance of their blue in brand recognition. Simply the sight of a blue box can send a heart racing!

He described how some brands already appeal to more of our senses. Intel spent £170 million pounds on promoting their Intel Inside tune and have a 56% awareness of it.

And what about touch? Martin names iPod as a perfect example of the power of touch. There's no logo on the front - it's the shape and feel that says the iPod.

He said brands needed to pass the 'smash your brand test.' He recalled the design brief for the Coca-Cola bottle back in 1915, which asked for a 'bottle so smart that if it was smashed you'd still be able to pick up a piece and recognise the brand.'

As Martin concludes, "using sensory branding does not have to cost a fortune. It's just a matter of being creative."

Worth thinking how you can make the 17% non-visual communication work better?

**'Less Talk. More Listen.'**  
Message on a delegate's T shirt in Bahrain

**'Simplicity means the achievement of maximum effect with minimum means.'**  
Dr Koichi Kawana

## Gates, Jobs and Zen

We read an interesting article using the principles of Zen aesthetics to compare the presentation styles of Steve Jobs of Apple and Bill Gates of Microsoft.

A key concept of Zen aesthetics is *kanso* or simplicity. In kanso the concept of beauty, grace and visual elegance are achieved by elimination and omission.

Another key Zen aesthetic is *shizen* or naturalness which prohibits the use of elaborate designs and over refinement.

So how do Jobs and Gates rate on these Zen philosophies?

Jobs helps his audience to focus on his message by using blanks and simple images to support him. In this way he gets his audience to empathise more with what he is saying and visualise it for themselves. His aim is to motivate them and arouse their imagination. He knows that audiences really don't need everything visually spelt out.

On the other hand, Gates uses a lot of text and images. They're well designed and the viewer's eye is directed around the information. But, what is the communication priority of each slide? The audience is having to assimilate and log the information in front of them, using little of their own imagination. By the time they've 'clocked' everything, they've had no time to reflect before the next slide comes up.

To maximise your impact on an audience, help them to employ the Zen philosophy — help them to concentrate and contemplate. Help them imagine for themselves.

**'Don't depend on technology. If you have something important to say. Look the person in the eye.'** Donald Trump

## A Meetings Mantra!

A friend, Reg Starkey came across this old mantra from his days at Y&R. He thought it was worth sharing – we agree.

### Tactics for Meetings

**The Basic Plan:** read before planning the meeting.

What effect should the meeting have?  
What's the key weapon to achieve this?  
What could stop you achieving this?  
How will you deal with that?  
What's the contribution the client can make?

**The Tactics:** read before the meeting happens.

Does everyone in the meeting have a job and know it?  
Have you rehearsed? All of you?  
Is there something you can cut without loss?  
Have you planned how you'll close as well as open the meeting?  
How about checking the **Basic Plan** again?

### A lesson in stress management.

A lecturer talking about stress management raised a glass of water and asked: "How heavy is this glass? The answers called out ranged from 20 to 500g.

The lecturer replied: "The absolute weight doesn't matter...if I hold it for a minute, it's not a problem, for an hour I'll have an ache in my arm and for a day, its load becomes unbearable. In each case, the glass is the same weight, but the longer I hold it, the heavier it feels.

That's the way it is with stress. If we carry our burdens all the time, as the burden becomes increasingly heavy, we can't go on. But if we put them down for a while, we can come back refreshed.

So before you go home, leave your burdens at work –there'll still be there in the morning!

## Story of the month.

### It's later than you think....

This poem was found by a friend of ours on the remote Percy Islands off the coast of Australia when he was delivering a boat.

He'd stopped at the islands for a rest day and discovered an A-frame building on the beach that had been erected by the island's recluse to offer shelter to passing sailors and the opportunity for the recluse to have some company.

Over the last 30 years it has been the custom for every visiting yacht to leave a memento of their visit. One that inspired our friend greatly was this poem:

**On an ancient wall in China  
Where a brooding Buddha blinks  
These words are deeply graven  
"It's later than you think."**

**The clock of life is wound but once,  
And no man has the power  
To say just when the hands will stop  
Be it late or early hour.**

**Now is the time you own,  
The past is a golden link,  
Go cruising now my brother,  
It's later than you think.**

So stop procrastinating – get on with whatever it is you dream of.

Live life to the full and in the moment!

### Barry Graham and Sally Clare

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# Speakers' Corner - Summary of principal workshops and coaching on offer



## 1. Maximising Business Presentations – 1 day workshop

This programme shows the delegates the difference between 'simply having the confidence to stand up and talk' and 'communicating to convince and influence'.

## 2. Advanced Presentation Skills – 1 day workshop

This programme shows the delegates that like with any skill, it's good to have some presentation skills coaching from time to time.

## 3. Conference Speaking – 1 day workshop

This programme asks the delegates: "Don't think what you have to do for the conference but rather what the conference can for you."

## 4. Selling Creative Work 'Your Ideas – 1 day workshop

This programme shows the delegates how to help others 'to see and believe in' their ideas.

## 5. Writing presentations – 1 day workshop

This programme shows the delegates how to write a presentation message that's worth hearing and produce a document that's worth reading.

## 6. Assertiveness – 1 day workshop

This programme helps delegates to build greater personal credibility to help them take the next step from team member to team leader.

## 7. Helping Business Win Business

We put the kind of thinking and creativity into your presentations that you put into developing your business.

## 8. One to one training

We work on specific needs, eg on a major industry presentation, helping to build greater self belief and much more.

## 9. Consultancy

We work with a group of managers acting as facilitators and trainers to help them resolve issues – such as an agreed new business approach, best practice for working with clients, best face to put forward to the wider business audience or the media and much more.