



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



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Lawyers tell a good story

It is being suggested, that due to current teaching methods the traditional way of conducting a trial will need to be reviewed. Instead of expecting a jury to sit and listen to the facts and argument, they will receive much of the details via a personal modem.

In addition to this, the new thinking on training for lawyers is that in recognition of the serious advances in computer software, they will need to spend less time on 'legal case knowledge' training, and instead concentrate more on developing their communication skills. In particular their ability to construct their key opening and closing addresses as stories.

In our workshops we already praise lawyers for their ability to construct a good argument. We illustrate how lawyers know the outcome they wish to see and work towards this to build their case. By learning how to develop their logical argument into a story, they will certainly be the No 1 profession for communication.

We run **'Storytelling with Confidence'** workshops. Storytelling feeds not fills the imagination and allows the listener to think again about what is possible. If you'd like to know more about how storytelling could help you and your people to communicate more engagingly, please get in touch either on **020 8605 3782** or at **info@speakersco.co.uk**.

Barry Graham and Sally Clare

"'Thou shalt not' is soon forgotten, but 'once upon a time' will last forever."
Philip Pullman

"The most precious gift we can offer others is our presence."

Thicht Naht Hanh, Vietnamese monk, writer and activist

All present and correct!

We've been asked recently how to develop greater personal presence.

Why, you might ask? Because people who have greater presence tend to be noticed, listened to, respected and followed.

A strong personal presence is useful for leading, teaching, selling, speaking and relationships of all sorts. But having greater presence is not about showing off.

We've all experienced a person who is only with us in body - their head and heart are some place else. To have presence – you need to be 100% in the moment – mindful of what is happening. You need to be present in your head, heart and body. .

A person with presence feels and reflects the feelings of others. They communicate beyond words alone - body language and expression are crucial. Underpinning this is self-confidence and self-belief and crucially a respect for the audience being engaged.

Two final pieces of advice:

1. Think before you speak (less is more - silence is fine if you have nothing to say).
2. Treat people as they want to be treated (listen actively, make others feel special).

The more we can live in the moment, the more we can truly connect with what's going on and really live life's experiences.

"People who matter are most aware that everyone else does, too." Malcolm Forbes

Why listening is good for you.

Patients who feel their doctors listen attentively to what they have to say, tend to have a faster recovery. Worryingly, only 20% of new doctors can tell a healthy heart from a sick one by listening. Their ability to hear has been impaired by the increased noise-levels around them and their personal use of earphones.

People who live in areas of high urban noise have higher levels of fatigue and anxiety and as a result often have to pay psychotherapists to listen to them. A major part of the healing process is to help patients to hear what they themselves are saying – that's a thought!

Good ears are the secret of business success, too. As the US President Calvin Coolidge said in the Depression of 1920's: "No one ever listened themselves out of a job."

Lee Iacocca, the former chief of the Chrysler Corporation said of the importance of listening. "I only wish I could find an institute that teaches people how to listen. Business people need to listen at least as much as they need to talk. Too many people fail to realise that real communication goes in both directions."

[From an article by John Naish in The Times, 27.10.09.]

"The best presenters are the best at what they do because they are good listeners." Steve Harrison

What is Pecha Kucha?

There's probably a Pecha Kucha club in a city near you. It was started a few years ago by two architects based in Japan who, tired of the tedium of powerpoint presentations, sought a new way for young designers to meet and show their work in public in an efficient and engaging form.

In the Pecha Kucha style, presenters speak with 20 slides, each of which is shown for 20 seconds - so you can't have heavy text slides - you need to show more single, visual ideas.

The total presentation lasts for 6 minutes 40 seconds.

So what are the benefits?

1. It makes the presenter concentrate on essential information.
2. It puts the focus more squarely on what you're saying than what you're showing.
3. It forces you to have a storyline, a flow that your listeners can easily grasp.
4. It forces you to transfer emotion, in addition to information and knowledge.
5. As the slides are programmed to change every 20 seconds, you have to anticipate your next slide and ensure your narrative is 'synched' to your visual
6. It makes you "rehearse, rehearse, rehearse" so you never go on cold.

Why not have a practice run on one of your shorter presentations? You can only come out the winner because you will know your presentation better and your audience will be looking at you more and enjoying it.

People say that motivation doesn't last. Well neither does bathing. That's why we recommend it daily." Zig Ziglar

The UK Speechwriters Guild

We went to the inaugural conference of a new organisation for speechwriters last September and found it entertaining and refreshing. We heard a lot of good tips.

There were a number of good speakers – Phil Collins - The Times' columnist and ex-Blair Speechwriter; Professor Max Atkinson author of "Lend me your ears"; Susan Jones – past adviser to the Government on communication and BBC adviser on their recent "Speaker" series. Collins gave a perfect example of good rhetoric: "Maradona **Good**, Pele **Better**, George **Best**" and also mentioned Ted Sorensen, President Kennedy's speechwriter's advice on a structure for a good speech:

- i. Headline
- ii. Outline
- iii. Front Line
- iv. Side Line, the stories and emotions
- v. Bottom Line, the take away.

There was a stream of more ideas to write down and use in the future. Here are just 4:

- i. Stories are only good if they make a relevant point.
- ii. Great speeches contain great ideas.
- iii. Think of a speech as an ACT OF SEDUCTION with passion and purpose.
- iv. Harness the power of the parable.

Visit www.ukspeechwritersguild.co.uk for tips and information. You can join for £59 p.a.

"The metaphor is probably the most fertile power possessed my men."

Ortega Y Gasset.

Book Reviews

We read two books recently which we found absorbing and useful in our work with the branded communications industry.

The first was by Steve Harrison: "How to do better creative work" - ISBN 978-0-273-72518-3. Harrison was worldwide creative director of Wundermann's and a regular contributor to Campaign. His chapter on "How to sell creative work" is worth buying the book for alone. He has a great quote on selling: "The best way to sell is to win their respect and they will respect you most if they think you know more than they do."

The second book is called "Lustrum" by Robert Harris ISBN 978-0-09-180100-7. You may have read some of his books: Enigma, Archangel, Pompeii, Imperium. Lustrum tells the story of Cicero's year in power as the Consul of Rome. Cicero is arguably the best speaker of all time and he and his speeches are brought to life in a world of ambition, corruption and destruction.

One of Cicero's first laws of rhetoric is: "A speech must contain at least one surprise."

Speaking in Tehran

Barry was speaking in Tehran in mid October on "The Creative Versatility of Press Advertising". The overall conference was themed the "Written Advertisement" and organized by the Iran Newspaper and Hamayesh Farazan Co. The audience of

over 500, were a mix of advertisers, agencies and journalists. Their market is large – 70 million population – with all main media available but with a lower penetration of the internet – around 25%.

The audience was thirsty for information and his speech showed examples of press versatility from around the world. The case histories were donated by Cream, a dynamic online service based in the UK that delivers stimulating examples of marketing and business innovation from around the world. www.creamglobal.com

Two stand out from a first class array - one was a Mont Blanc pen ad which had taken an editorial page and re-written it using a Mont Blanc – an ad which got a lot more attention and PR coverage than if they had done a typical luxury goods ad.

The second was for a mobile phone in Chile called Moviestar whose vision is to help disabled people. They produced a newspaper in conjunction with a local paper "Publimetro" in Braille. It was launched in June 2009 and coincided with the 200th anniversary of the birth of Louis Braille, the founder of the Braille raised-dot reading system, and generated great PR.

How does a project get to be a year behind schedule? One day at a time.

Fred Brooks

And finally....

"The concept is interesting and well-formed, but in order to earn better than a 'C,' the idea must be feasible." So said a Yale University management professor in response to Fred Smith's paper proposing a reliable overnight delivery service. Fred went on to found Federal Express Corp.!

"The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?" This was David Sarnoff's associate's response to his urgings for investment in the radio in the 1920s.

Good luck!

Barry Graham and Sally Clare

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 as with any skill, it's good to have some presentation skills coaching from time to time so you're always at your best.

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 – 1/2 day workshop

This programme shows the delegates how to write a presentation message that's worth hearing and what's involved in producing a document that's worth reading

6. Storytelling with Confidence - 1 day workshop

This programme helps the delegates to develop the art of storytelling and gives tips on building greater personal performance confidence.

7. Pitch Presentations - 1 day workshop

This programme works on writing and delivering winning pitch presentations.

8. Helping Business Win Business

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

9. One to one training

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

10. 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.

Speakers' Corner 'Helping people deliver their best'

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