



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



## January 2010

### When do you give up?

By the third week in January, most people's New Year resolutions have gone out the window. In fact 39% have abandoned them by January 2<sup>nd</sup> and 83% by the 25<sup>th</sup>.

If you've been able to last 21 days and beyond you're almost certain to keep going so you can pat yourself on the back!

But why do most people give up? It's normally because of a combination of poor goal setting and a low resolve to succeed.

What do we mean by resolve? Let's ask another question.

How long should a baby try to learn to walk? How long would you give the average baby before you say: "That's it, you've had your chance."

You say that's crazy? Of course it is. Any parent would say: "My baby is going to keep trying until he learns to walk."

No wonder everyone walks.

### Barry Graham and Sally Clare

**"I think resolve means promising yourself that you will never give up."**  
Beth, 9 years old

**STOP PRESS**  
**2 new workshops for 2010.**  
**See page 3!**

### Best speaker in the UK?

We're often asked "Who is the best speaker we've heard recently?" Well now we can pass on the name of the speaker chosen by the Guild of Speechwriters.

He's Rory Sutherland, President of the IPA speaking at the TED conference in Oxford last summer. You can see him on YOU TUBE. His title is "Life lessons of an Adman". He's funny, provocative and challenging and he tells some very relevant stories about how you can change people's perception of value when they start off believing the contrary.

His style is definitely front of house – he talks centre stage with a clever hand-held remote prompter to remind him of his next point and to everybody in the audience he comes over as fluent, convincing, likeable and entertaining – a great role model for the ad industry.

**"When someone does something good. Applaud. You will make two people happy."** Sam Goldwyn

### Stories behind the Quotes.

For the last 10 or more years we've subscribed to a quarterly newsletter from Nigel Rees who created the radio show "Quote...Unquote" This programme has been running on the BBC since 1976 and for anyone interested in the history of quotes, who said them, the stories behind them the programme and newsletter are a must.

From the January 2010 issue it's FREE. So go online and subscribe for another excellent source of quotes.

## You must sell!

It's amazing how many people forget the old advertising rule "You're selling, not telling."

The ex worldwide Creative Director of Wundermans, Steve Harrison in his recent book "How to do better creative work", tells a story about one of their best account directors leaving the building with an art bag.

Steve asked him: "Where are you off to?"  
"I'm off to show the work to the client."  
"That's very nice of you" said Steve "But when are you going off to sell it?"

As Steve says "the emphasis should always be on the selling" – and it takes a lot of focus and planning.

And his advice on the best way to sell is "to win their respect. They will respect you most if they think you know more than they do."

**"The most persuasive person in the world is the man or woman who has complete belief in an idea, product or service." Cavett Roberts**

## If an audience doesn't like you.

Can a presenter turn their audience around if they don't like them? We asked this question of an American speechwriter Hal Gordon

Hal said: "Sometimes it's possible to change the mood of your audience."

He went on to recount a famous story of a time when Sir Thomas Beecham was out of public favour. He mounted the podium to conduct a concert and the audience sat in stony silence. Beecham assumed a grave expression and said, "Let us pray." The audience laughed and the chill was lifted.

Hal's most important lesson as a speaker and speechwriter - "It's not about me — it's about the audience".

## 25 Years of Powerpoint!!

Businesses globally make an estimated 30 million powerpoint presentations a day. That equals a staggering 7.8 billion presentations a year. Their average length is 125minutes (2 hours 5 minutes) and each slide has an average of 40 words. We can feel each of you squirm at the thought of sitting through one of these marathons.

The good news is that some clients are requesting no more than 30 slides in a presentation. We heard a new business prospect who asked the competing agencies to use no slides at all.

Our view is simply that you should aim to make your presentation no longer than 20 minutes. If you need to use slides aim to have a maximum of 12. Each slide should be graphic with one clear idea. If you want to include words have no more than 7 – enough to fit on a tee-shirt.

## Location, location, location.

We all know the power of repeating a word three times to make its impact. Estate agents have used the above mantra with great effect for many years

Tony Blair did the same for "Education, Education, Education" as his key policy. But in our workshops we've always claimed the oldest example is the Greek orator Demosthenes, when asked the secret of his oratory replied: "Delivery, Delivery, Delivery"

We heard another version from Nigel Rees who said the original version was in reply to the question "What was the chief role of an orator?" Demosthenes replied "Action. What next? Action. What next again? Action."

So you've now got two tips – 'Delivery' and 'Action'. Combine them together and you will undoubtedly be a better presenter.

**"It is with words as with sunbeams; the more they are condensed, the deeper they burn" Robert Southey**

## Are e-mails costing you business?

A recent survey of 2,300 global Harvard Business Review subscribers underlined the importance of meeting clients and prospects and not relying on e-mails, phone calls and video-conferencing.

In these cost cutting times, many companies have reduced their operating budgets by putting an embargo on travel.

But some words of warning – it's harder for the agency to influence as the client doesn't get to experience the true passion and importantly confidence of the agency team and secondly the agency team can hide behind their electronic comfort blanket and protect themselves from their 'scary' client. Neither scenario is good for building strong, long term business relationships.

**"I'd rather be a really good one term President than a mediocre two term one."**  
Barack Obama

## New Workshops.

We've launched two new workshops: **"Storytelling for Business"** and **"Selling the Brand called YOU"**. Both are aimed at taking good presenters to the next level.

Stories are more personal, more memorable and create greater depth of meaning and relevance for an audience. Bill Clinton acknowledged that his success as a speaker was down to stories. As he said "All you need is a story and the mic is your friend."

As social networks like Facebook, Twitter and LinkedIn create opportunities for personal branding our new workshop "Selling the Brand called YOU" shows you how to create your brand, your messages and your presence so that you stand out from your competitors. Not a bad way to make the most of 2010 and beyond.

**"If you're not appearing, you're disappearing."**  
Art Blakey – jazz musician

## Stories.

### Are you really listening?

This story is about an American airline who were recruiting cabin staff. The airline invited all the candidates to a meeting hall where they asked each of them in turn to go onto the stage and read out a message as though they were addressing a plane full of passengers.

They had a video camera in front filming each of the candidates. What the candidates didn't know was that they were being filmed from behind the stage to see how many of them were listening. The airline weren't just interested in how well they could speak, they also wanted to how well they could listen – a key requirement for cabin crew handling a hundred passengers or more.

**"Look the world straight in the eye."**  
Helen Keller

### Visualising the end!

Florence Chadwick, an American was the first woman to swim the English Channel in both directions. Two years later in 1952 she attempted to swim the 26 miles between Catalina Island and the California coastline. As she began, she was flanked by small support boats. After about 15 hours a thick fog set in. Florence began to doubt her ability, and after swimming in fog for a further hour, asked to be pulled out. As she sat in the boat, she found out she had stopped swimming just one mile away from her destination.

Two months later, Chadwick tried again. This time was different. The same thick fog set in, but she made it because she said that she kept a mental image of the shoreline in her mind.

### Good luck!

**Barry Graham and Sally Clare**

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

## STORYTELLING FOR BUSINESS 2 DAY WORKSHOP

This programme shows why storytelling works and bridges the mind gap because stories feed the imagination not give it indigestion.

## THE BRAND CALLED U 1 DAY WORKSHOP

This programme concentrates on developing strong personal brands so that we can make the most of every opportunity that comes our way to maximise our personal potential.

## PITCHING TO WIN 1 DAY WORKSHOP

This programme helps the new business team put on their best performance and so create more powerful, persuasive and winning presentations.

## 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.

## COACHING - ONE-TO-ONE TRAINING

We work on specific needs, eg on a major industry presentation or helping to build greater self belief & credibility.

## ADVANCED BUSINESS PRESENTATIONS 1 DAY WORKSHOP

This programme is designed for more experienced presenters who realise that to perform at their best, they need to get rid of bad habits, hone their strengths and be able to deliver a presentation story.

## 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 do for you.

## SELLING CREATIVE WORK / YOUR IDEAS - 1 DAY WORKSHOP

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

## WRITING PRESENTATIONS HALF-DAY WORKSHOP

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

## CONSULTANCY AND FACILITATION

Working with a group of managers, we act as facilitators & trainers helping them resolve issues, eg for an agreed new business approach, best practice for working with clients, best face to put forward to a wider audience.

### ***Speakers' Corner***

**'Helping people deliver their best'**

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