



# SPEAKERS' CORNER NEWSLETTER



## January 2013

### The positives of life

Mick Jagger met up with George Melly. It had been a few years since they'd met. Melly looked at Jagger's face. Jagger quickly spoke: "I know what you're thinking George but these aren't wrinkles, they're laughter lines". Melly eyed him full on: "Mick", he said, "nothing's that funny".

12 months ago Sally was diagnosed with Breast Cancer. She has 3 months left of her treatment and is feeling good. She continued training because not only was she giving feedback to delegates to lift them but they showed appreciation which lifted her.

When you face a crisis your thinking and planning become very much more focused. The things that matter most - love, relationships, connections, trust, wisdom - are the things that increase as they are shared. As Churchill said, "we make a living by what we earn, but we make a life by what we give".

We have lots of plans for 2013 – making every day count and hoping to share some of them with you.

### Barry Graham and Sally Clare

#### How to be a better presenter & agency executive?

We run presentation courses and pitching courses and over the years we have observed and listened to delegates who attend.

On the presentation courses the delegates are working on accounts which in the main they are very familiar with – over a year's experience.

They tell us their clients don't mind them being late – they call ahead. They will sometimes forget an item, the agenda has a coffee stain, they have had a blaster the night before but they're sure their client will understand. These scenarios are not made up, they are verbatims from delegates.

Now when we work with a new business group we find the opposite. Their enthusiasm, their focus, their attitudes are all geared to win the business. They are fully prepared, they are full of ideas, they make every minute count. In short they care about everything including the prospect.

So if you want to be a better presenter and agency executive treat all your clients like new business prospects however long you've known them.

### The job you have is more important than any job you have in the future. Howard Stringer

#### Lincoln was a storyteller

The new Spielberg movie "Lincoln" has 12 Oscar nominations and tells the story of President Lincoln's final months in office as he battles to end slavery.

What is shown in the movie is Lincoln's ability to tell a story and to persuade his political opponents by story examples. He was a lawyer by profession and had spent 20 years travelling from one city to the next representing clients. Every case was a new story and every city had its own stories and characters.

When arguing a case in court, Mr. Lincoln never used a word which the least educated jurymen could not understand. Rarely, if ever, did a Latin term creep into his arguments. A lawyer, quoting a legal maxim one day in court, turned to Lincoln, and said: "That is so, is it not, Mr. Lincoln?"

"If that's Latin" Lincoln replied, "you had better call another witness."

When standing for re-election in 1864, Lincoln's supporters put together a book called "Old Abe's stories". Since there was no mass media it was the best way to reach and engage the people. He was re-elected in 1864, won the Civil War and abolished slavery.

A "storybook" is as relevant today as it was then. When are you going to start yours?

### Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has. Margaret Mead

#### Get rid of it

Like everybody else we've been trying to get rid of old files/e-mails so we're fresh and ready for 2013. The following story from a speaker we know – Nigel Risner – made us even keener to wield the axe.

"A Chief Executive I recently worked with shared with me that he had 12,500 saved emails. Bearing in mind that they would be backed up somewhere I asked him to delete the whole lot and see what would happen in the next seven days.

Only seven people re-emailed to ask for any advice or support that would be needed from the 1000's that he deemed so important."

We've observed that a lot of people start preparing their presentations from an existing one – we recommend you begin with an empty file and start afresh and see what you come up with.

**It always seems impossible until it's done.**

**Nelson Mandela**

### **The Power of a Quote**

A few years ago we were training at a major media agency and their world-wide strategy chief told us about the power of one quote to convert business.

His quote was a shortened version of the famous Charles Darwin thought "it's not the most intelligent who survive, nor the strongest, but those who can adapt to change. Can you?"

He vouched that he used it frequently and it always made an immediate impact. For more impactful quotes download our 2013 Quotes booklet - [speakersco.co.uk](http://speakersco.co.uk) click on newsletters.

You never know what new business you might hook.

**We look at the present through a rear-view mirror.**

**We march backwards into the future.**

**Marshall McLuhan**

### **Watch and be watched**

"In acting it's the small natural actions that make you more credible." We recently heard Jonathan Miller say this when he was talking about his approach to acting and directing. He chooses to travel by public transport so he can 'people watch'.

Their very smallest of mannerisms or actions he logs into his memory bank. He says the best actors know how to use silence and the very minimum of movement to convey meaning. .

Why are we mentioning this? For two reasons - firstly, when you're presenting to an audience whether it's made up of one or many, keep watching for their reactions – be in the room with them not in your head – and look for their responses to what you're saying and use these to help fine tune your message as you deliver it. A good presentation is two sided – you don't want your audience to interrupt you but you do want them to be actively engaging.

And secondly, don't be afraid of the pause - it allows your audience into your presentation.

**You don't have to connect emotionally with an audience unless you want to be remembered. Anon**

### **The best way to praise....**

We've heard that it's much better to praise someone by telling them they have 'tried very hard' than by telling them that 'they're clever'.

Because when someone is told they're clever they may not try as hard next time as they have a false sense of their

ability or alternatively they become inhibited because they fear they may not be able to reproduce their success again. Even worse they may not try harder next time because they've been persuaded that they've already achieved 'the best' or they lie and cheat in order to appear to maintain their 'cleverness'.

However, when someone is told they've tried hard then there is an increased desire to try even harder so the possibility to improve and find new ways is always there.

**The more you have the more you are occupied. The less you have the more you are free. Mother Teresa**

### **True Story**

I had a client when I was in the agency world who said to me "You present better than I do. How do you do it?" Now I could have said I've been doing it for a long time and it's in my interest to do it well. I didn't feel that would help so I said the following.

"Alf, do you play any sport?"

"Yes, I play golf"

"How many times a week do you play?"

"I play 3 times a week"

"Why do you play 3 times a week?"

"To maintain my 18 handicap"

"How many weeks a year do you play?"

"Probably 50 weeks with two weeks off for holidays"

"Well Alf, by my reckoning you play golf 150 times a year. If you made the same number of presentations you would be better than me" We both laughed

**Isn't it funny, the more I practise, the luckier I get.**

**Jack Nicklaus**

### **Bits and Pieces**

**New Book.** In the spirit of our editorial, we would like to give a plug for a book written by a client Simon Pont, Chief Strategy Officer at Vizeum. It's called "The Better Mousetrap – Brand Invention in a Media democracy". [ISBN 978-0-7494-6621-3] It's about branding in the digital age. We learnt a lot – well worth reading.

**Dress Up Fridays.** To keep people on their toes, some offices are introducing 'Dress Up Fridays'. Apparently it's human nature to work harder when we feel we look 'smart'.

**Remember it better if you've read it on paper.** When we read something printed on paper we are more likely to remember what we've read compared with reading it electronically when we often need to re-read something a number of times.

**Time to dream.** Scientists have confirmed that in order to fuel imaginations we need to day dream. How often do you allow yourself this freedom?

**Reminder of our new workshop.** In 2012 we were delighted to hear that clients were asking for shorter slide presentations - ones which could be given to the Marketing Director. It was the starting point for our latest workshop "How to write the 2 kinds of presentations clients want – focused for the Marketing Director: in-depth for the marketing department" Go to [www.speakersco.co.uk](http://www.speakersco.co.uk) for fuller details.

# Summary of Training & Coaching 2013

## The Power of Storytelling

### Who will benefit?

The art of storytelling is an important weapon in anyone's communication arsenal so any managers who have made a number of presentations and are competent at delivering.

### Workshop outcomes:

To understand the different ways to use stories in business presentations.

A step guide to crafting stories.

To develop the confidence to use stories to make more impact.

To release imaginations to communicate more creatively.

To observe themselves in action as a storyteller and receive feedback.

## NEW A Presentation Masterclass

### Who will Benefit?

Managers with 5 plus years of experience who have to deliver presentations to all levels of clients and internal management. Maximum 6 delegates.

### Workshop outcomes:

A best practice for writing presentations NOT a straightjacket of powerpoint

How to produce an in-depth v a focused presentation

A best practice for writing send ahead/leave behind documents

## Selling Creative Ideas

### Who will Benefit?

Anyone who has to sell ideas – whether the original creator or account management. Typically, a prospective delegate may lack confidence or feel unable to put together a logical argument or find it difficult to bring an idea alive. They may have only just started in the business or have years of experience.

### Workshop outcomes:

A better understanding of the 'client's viewpoint.'

What is the most 'persuasive case for buying'.

The skills to sell the logic behind the idea.

The confidence to bring an 'idea alive', helping the client get into the right 'mind frame' for creativity and the right 'visual frame' to understand.

- A step-by-step plan of action for selling their ideas.

## One-to-one Coaching

### The areas we cover include:

1. Preparing for a major industry or company conference – speech writing and delivery.
2. Working on a particular aspect of delivery - voice, presence, body language, emotional connection
3. Building greater self-belief and confidence in front of an audience
4. Building greater connection and engagement through message and delivery.
5. Working on speaking fears/ being unable to rise to the presentation opportunity.
6. Working on assertiveness /building greater credibility /developing greater personal presence.
7. Helping prepare for MC'ing a major event.

## Maximising Business Presentations Advanced Business Presentations Conference Speaking

### Who will benefit?

We offer a range of workshops which are tailored to the needs of the delegates from graduate through to MD. We design the workshop for each client's particular requirements and include learnings and exercises on the message, medium and messenger.

## Speakers' Corner

Helping people deliver their best stories

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