



SPEAKERS' CORNER

2016 Portfolio of Training & Coaching

HELPING PEOPLE DELIVER



THEIR BEST STORIES

NEW WORKSHOP FOR 2016
Train the Trainer – see page 5

ABOUT US

Since we started in 1997 we have trained more than 6500 delegates across the UK, Europe and Middle East, helping each individual to be more **logical, persuasive** and **memorable** – so they can sell **themselves**, their **ideas** and **proposals** to influential audiences.

Digital communication now dominates all our lives. But some things never change. The ability to connect and engage with someone face-to-face is paramount.

We believe in

Helping people deliver their best stories.

We believe that storytelling aids **understanding** and releases **imagination** for both the speaker and the listener.

Great storytellers simplify the complicated and find memorable metaphors to dramatise their insights.

Great storytellers care - about their **message**, their **delivery** and most importantly their **audience**.

PRINCIPAL WORKSHOPS & COACHING

- The Power of Storytelling
- Persuasive Presentations for Managers and Directors
- The Art of Communication for new and rising Executives
- Selling Creative Ideas
- Train the Trainer **NEW**
- Coaching: One-to-one & Skype



WORKSHOPS



The Power of Storytelling

1 DAY

Storytelling - a must-have skill for every middle manager and above. The ability of the presenter to show thought leadership is dependent on their ability to help others 'imagine' and 'get the point'. Presenters need to connect emotionally as well as rationally and stories allow them to do this.

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 looking to raise their game. Maximum 6-8 delegates.

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.



Persuasive Presentations for Managers and Directors

1 DAY

This workshop will equip delegates with the persuasive tools to write a compelling message and deliver it with credibility and conviction.

Persuasive presentations can be broken down into three parts. We call them the 3 Ms: Message, Messenger and Medium.

Message: We show how to create a purpose and core message for every presentation so it resonates with the audience and persuades them to take action.

Messenger: We show how to bring the message alive and to engage, inspire and persuade the audience. Using your voice, body language, words, eye contact, pauses and visual stimuli and importantly revealing the person behind the message.

Medium: The business guru Tom Peters said about slides "Keep 'em lean and full of meaning". We show you how to write clear, punchy slides which enhance you and your presentation

Who will benefit?

For managers who make key presentations to clients and new business prospects and would like to review their current methods and make a greater impact on their audiences by raising the quality of their messages, their delivery and their personal connection.

Workshop outcomes:

- A new approach to writing a memorable presentation.
- Ways to make stronger connections with audiences.
- Developing greater personal confidence to step outside the norm.
- Seeing themselves in action and getting extensive feedback.
- Understanding of their personal responsibility to improve the standard.
- How to include stories so you can better engage, inspire and persuade.





The Art of Communication for new and rising Executives

1 DAY

This programme is a must-have for all young executives in the first 2-5 years of their business lives. It is specifically designed to help delegates to maximise every communication opportunity they have with their audience – whether in an informal or formal meeting, either internally or with clients.

It will show them how to perform both conversationally and when presenting their case. Importantly, it shows the delegates the difference between ‘simply having the confidence to talk’ and ‘communicating to convince and influence’.

This training will help delegates grow into great communicators and relationship builders.

Who will Benefit?

Anyone who is attending meetings and making or going to be making a business case. Maximum 6-8 delegates.

Workshop outcomes:

- What makes a good communicator and how this impacts on their ability to develop strong relationships.
- Insights of how to develop their personal communication style to make stronger connections.
- A Presentation Structure template for creating a presentation and a guide to best practice for creating slides which support the presenter, not smother them.
- Confidence to bring their message alive by delivering engaging and memorable messages.



Selling Ideas

1 DAY

To sell successfully the salesperson needs to craft their sales pitch and to understand that to be successful, both parties must feel they have benefitted from the transaction.

In order to do this when selling ideas, the delegates must accept they are in the business of ‘selling’. This course is specifically designed to help delegates to maximise the ‘buying experience’ for their clients.

Who will Benefit?

Anyone who has to sell ideas – whether the original creator or another team member. 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. Maximum 8 delegates.

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 they can follow when selling their ideas.





Train the Trainer

1 DAY

This is a one day session for 4 delegates. However, each delegate will only take part in a 3 hour individual coaching session with either Barry or Sally. In this way they will not have to set aside a whole day for training and will have their specific needs and concerns addressed.

To maximise the 3 hour session, each delegate will be asked to pre-prepare a workshop. Speakers' Corner will provide a workshop template for them to follow.

During the coaching session, each delegate will deliver their workshop and be given feedback on both the content and the delivery. With help from Speakers' Corner they will put together a highly interactive and high energy workshop with practical takeaway step guides for putting theory into practice.

Who will Benefit?

Managers who as part of their responsibilities are expected to run training sessions either internally for staff or externally for clients or suppliers. Typically, these managers will be "knowledge leaders" able to pass their knowledge to younger team members and outsiders.

Workshop outcomes:

- To become an effective trainer in their field so they are able to run an internal/external workshop which is informative, insightful and inspiring.
- To be able to give feedback to delegates so they build and inspire delegates.
- To produce effective worksheets and support notes for their course.

We continue to run **Conference Speaking workshops** for anyone who is already or will be delivering conference speeches. Maximum 4-6 delegates. From the workshop they will understand how to become a great conference speaker who stands out for being entertaining, relevant, thought-provoking and confident storytellers.

COACHING



One-to-one and Skype

We offer coaching either face-to-face or via Skype. We are able to turn a dull presentation into a more incisive one with a clear message and an enthused and confident presenter keen to deliver it.

Skype opens up opportunities for clients who are either overseas, travelling or not able to work with us directly in a London office. Clients who have used this facility feel more confident and get excellent audience feedback.

The areas we cover include:

1. Preparing for a major conference – speech writing and delivery.
2. Working on a particular aspect of delivery - voice, presence, body language etc.
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 assertiveness training and building greater credibility.
6. Helping someone prepare for MC'ing a major event.

As experienced trainers and with extensive business experience, we aim to support individuals across a range of communication and personal development issues.

Each session lasts two hours with video recordings and playback. After the session an email feedback plus recommendations is sent to the delegate plus a copy of the video for self-analysis. If requested, a full report can be sent to the training manager.

NB: [Consultancy and Facilitation services available.](#)





TRAINING BENEFITS

- Our delegates learn how to sell themselves and their ideas.
- We show how to communicate creatively to inspire and affect change.
- We show how to include stories to better engage, inspire and persuade.
- We help develop greater personal and corporate credibility.
- We help the most experienced presenter to communicate better.
- We give a presentation structure template to follow every time.
- We demonstrate best practice in PowerPoint.
- We tailor every workshop to the specific group of delegates.
- We have 2 trainers per workshop, so more feedback and outcomes.
- Our workshops are highly interactive, inspiring and fun.
- We use video to help delegates self-appraise.
- We provide support notes for all workshops and offer on-going support.



TRAINERS

Barry Graham

- Founder Speakers' Corner 1997.
- Board Director McCann-Erickson London – working on Coca-Cola, GM, Glenfiddich.
- McCann's Middle East Manager.
- Past Member of the Institute of Practitioners in Advertising.
- Founder member and Fellow of the UK Professional Speaking Association.
- Founder member of The UK Speechwriters Guild
- Speaker on: 'Never give a speech without a story'.
'Creating and delivering great presentations'.



Sally Clare

- Partner Speakers' Corner.
- Graduate in Business Studies and a Unilever graduate trainee.
- Brand Manager - Lever Brothers.
- Account Director – ABM.
- Board Director - MSL - Business Consultancy.
- Joint Owner of Moving Gallery - Art Consultancy.
- PGCE in Training.



CLIENTS



We have worked for a variety of companies, principally in marketing, advertising, media, creative, research and PR. These include:

Aldi Supermarkets	OMD Middle East
Arc London	Ping Identity
ATOS Consultancy	Publicis Graphics
Because	RadiumOne
Carat UK & Global	Rapier
Cereal Partners UK	Redhouse Lane
The Economist	RetailMeNot
Financial Times	Saatchi – Dubai
Hotwire PR	Siemens
Ipsos	Skandia
Initiative Media	Spar
JWT 13 offices	Spafax Inflight
Leo Burnett 14 offices	Starcom
Government of South Australia	Target McConnells
Liberty PR	TNS
Kantar –WorldPanel, Europanel	Tribe Marketing
Knewton	UM (UK, EMEA, Middle East)
McCann Erickson [UK, ME, Singapore]	Videology
MediaCom	Wolters Kluwer Financial Services
Mindshare	Y&R London/Dubai/Abu Dhabi
M&C Saatchi	Zenith Optimedia
Network Research	180 Amsterdam
O&M (London, Paris, ME)	



TESTIMONIALS

“To be able to tell more powerful, more inspiring stories to drive our business in 2016 is critical. The training over-delivered on every front so thank you!”

MARK MIDDLEMAS, DIRECTOR OF COMMUNICATIONS, RADIUMONE NORTHERN EUROPE

“Thanks for your inspiring storytelling training and tips. Really glad I had the opportunity to “jump on your bus” albeit just for a day because I’m all the better for the ride”

DEE EVANS, TNS GLOBAL

“Working with Speakers' Corner, our company has gained incredible knowledge about creative communication. I would recommend them to any company.”

PETRA HOYOS, BUSINESS DIRECTOR, JWT CEE+ME

“Barry and Sally of Speakers' Corner have the ability to teach, coach and inspire delegates to believe in themselves, to understand the audience’s needs and to create powerful messages which can win business”

ALEX CRAVEN, SALES STRATEGY & MARKETING DIRECTOR, VIDEOLOGY EMEA

“We have used Speakers' Corner for a number of years to teach presentation best practice. They are also very effective at getting the best from our teams in the vital area of new business.”

JEREMY REDHOUSE, CHAIRMAN, REDHOUSE LANE

“This storytelling workshop should be mandatory training for everybody in an agency.”

SENIOR DIGITAL DIRECTOR MINDSHARE WORLDWIDE

“Speakers' Corner is the first place I would go to for media sales training or presentation courses as they are the best in the business.”

JOHN PENTIN, HEAD OF SALES EMEA BLOOMBERG BUSINESS

“In a creative communications agency, great ideas are always in danger of never seeing the light of day if they are not successfully sold. Participants enjoyed exclusive and dedicated step by step training in how to structure the creative sell. The response was phenomenal from those lucky enough to participate. I also noticed that most of the participants were walking a few cms taller after the session.”

TANYA DERNAIKA, PLANNING AND TRAINING LEADER, MEMAC OGILVY MENA

“For over 10 years Speakers' Corner has been an integral and valuable part of PAC, providing insights and presentation skills to some 700 'students' from across all disciplines of the international marketing communications industry.”

ANGUS GRIEVE, EXECUTIVE DIRECTOR IAA UK



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