



SPEAKERS' CORNER

2017 Portfolio of Training & Coaching

HELPING PEOPLE DELIVER



THEIR BEST STORIES

Celebrating 20 years of helping delegates
in 29 countries make an impact

ABOUT US

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.

Since we started in 1997 we have trained more than 7,000 delegates across the UK and internationally, to be more logical, persuasive and memorable – so they can sell themselves, their ideas and proposals to influential audiences.

Delegates tell us how much they benefit from two trainers in every workshop who have in-depth industry knowledge.



Barry Graham



Sally Clare

“Sally and Barry are great. I found it particularly useful to have two people as the “trainers” so there was always two perspectives.” DELEGATE

PRINCIPAL WORKSHOPS & COACHING

- The Power of Storytelling
- Selling Ideas
- Persuasive Presentations for Managers and Directors
- The Art of Communication for new and rising executives
- Coaching – One-to-one

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.

"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



Selling Ideas

1 DAY

This workshop is tailored for anyone who has sell ideas whether creative, media, PR, research or any other discipline.

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.

"Great workshop for building confidence and creating presentations that will sell your ideas to a client confidently and clearly" TALON OUTDOOR



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.

Presentations can be broken down into three parts. We call them the 3 Ms: Message, Messenger and Medium. In our opinion to deliver a Persuasive Presentation it's all about the message and the messenger and so this one day workshop concentrates on these two areas.

Throughout the day the delegates will work on one of their own presentation subjects and will take part in a number of exercises. They will be shown the key skills and learnings and asked to use these to both write and deliver a persuasive message. They will be challenged to think again about how they both write and deliver their presentations.

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.

“Their relaxed, inclusive and forthright manner was most refreshing and based on the feedback I received from the participants, without exception, they all thoroughly enjoyed working with both Barry & Sally and each person felt that they benefited from the training.” MARGARET ARNOLD HEAD OF HR LEO BURNETT TORONTO





The Art of Communication for new and rising Executives

1 DAY

This programme is a must-have for all young executives in the first 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.

“I learnt how to contribute to a meeting and develop an argument as the basis of my presentation” LEO BURNETT LAUSANNE

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

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.

“Thank you for working with one of our industry experts prior to a major conference to ensure his delivery was polished and pitch perfect. The feedback from the entire group was incredibly positive and the results impressive.”

SUZI MUTCH UK MARKETING MANAGER, WOLTERS KLUWER





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:

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|-------------------------------------|-----------------------------------|
| Aldi Supermarket | OMD Middle East |
| ATOS Consultancy | Ping Identity |
| Carat UK & Global | RadiumOne |
| Financial Times | Redhouse Lane |
| Hotwire PR | RetailMeNot |
| Ipsos Mori | Siemens |
| JWT 14 offices | Starcom |
| Leo Burnett 15 offices | Talon Outdoor |
| Government of South Australia | Target McConnells |
| Liberty PR | TNS |
| Kantar –WorldPanel, Europanel | UM (UK, EMEA, Middle East) |
| McCann Erickson [UK, ME, Singapore] | Videology |
| MediaCom | Wolters Kluwer Financial Services |
| Mindshare | Y&R London/Dubai/Abu Dhabi |
| Network Research | Zenith Optimedia |
| 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

“Their relaxed, inclusive and forthright manner was most refreshing and based on the feedback I received from the participants, without exception, they all thoroughly enjoyed working with both Barry & Sally and each person felt that they benefited from the training.”

MARGARET ARNOLD HEAD OF HR LEO BURNETT TORONTO

“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, VP GLOBAL SALES SMARTOLOGY.NET

“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



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