



SPEAKERS' CORNER

2018 Portfolio of Training & Coaching

HELPING PEOPLE DELIVER

2018
THEIR
BEST
STORIES

ABOUT US

In the last 20 years Speakers' Corner has trained over 7,500 delegates in 29 countries.

These delegates range from recent Graduates to seasoned CEOs. In every single case our goal is to help them sell themselves and their ideas to influential audiences.

How?

By helping them find and then articulate the most compelling relevant stories. To develop their strongest sales arguments and deliver outstanding presentations.

On a scale of 0 – 10, our average rating to date is a very encouraging 9.3!

Speakers' Corner's two principal trainers, Barry Graham and Sally Clare, participate in every single workshop, providing an invaluable dual perspective – Agency and Client.

“You know what you're talking about!” has been said many times, by many different delegates in response to our in-depth individual feedback.

We also offer separate one-to-one coaching for anyone facing a major presentation or a conference speech. However good you are, there is always room for small but significant improvements in terms of both content and style.

But don't just take our word for it: check out the testimonials from our Blue Chip clients listed

PRINCIPAL WORKSHOPS & COACHING

- The Power of Storytelling
 - Selling Ideas
 - Persuasive Presentations
 - Conference Speaking
 - Coaching – One-to-one
-



WORKSHOPS



The Power of Storytelling

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.

Our Storytelling workshop demonstrates how to write and deliver the delegates’ own stories as well as borrowed ones so they can develop into confident storytellers.

But Speakers’ Corner knows that the key to successful storytelling is to “tell the right story right”. Therefore we spend time on helping delegates achieve clarity in their argument so they can find the core of their issue in order to source the right story.

A presenter needs to be remembered for the right reason – for delivering a message of value to their audience and stories have a magical ability to engage with people, to inspire people and to be remembered long after facts and figures are forgotten.

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 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.



Selling Ideas

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



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.

HELPING PEOPLE DELIVER

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.





Persuasive Presentations for Managers and Directors

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 so they make a greater impact on their audiences by raising the quality of their messages.

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 they can better engage, inspire and persuade.

Maximum 8 delegates





Conference Speaking

Conference speakers need to stand out for being entertaining, relevant, thought-provoking and confident storytellers.

This workshop will equip delegates with the ability to write a compelling message and deliver it with credibility and conviction to a conference audience.

We will work with the delegates on a specific speech [even if this is a fictional scenario]. We will concentrate on the message and the messenger and show how the medium [often powerpoint] can be reduced so that it enhances the speaker rather than distracts.

Who will Benefit?

Anyone who has to give a conference speech. All our workshops are highly interactive. Each delegate will complete a number of exercises which will culminate in a final presentation exercise where they will be video'd, played back and given extensive feedback.

In order for these senior people to get sufficient input from us, and at the same time not need to 'wait around for others to get their turn', we must limit the number of delegates for this workshop to 4-6 max. With two trainers running the day, we can provide extensive one-to-one support.

Workshop for 4-6 delegates

Workshop outcomes:

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



COACHING

One-to-one Coaching



Our one-to-one coaching has helped even the most senior and experienced speaker to polish and fine-tune their speech and delivery for a key conference as well as help rising stars to come across in front of their clients and colleagues with greater authority and impact in meetings and presentations.

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. The scope of our work concentrates on building confidence to 'stand out and be counted' for all the right reasons – to help the individual to make the most of the opportunities that present themselves.

We offer coaching either face-to-face or via Skype. Skype opens up opportunities for clients who are either overseas, travelling or not able to work with us directly in a London office.

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 personal impact 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.



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 both in the UK and internationally. Principally in marketing, advertising, media, creative, research and PR. These include:

Aldi Supermarket

ATOS Consultancy

Beneo Group

Carat UK & Global

Financial Times

Hotwire PR

Ipsos Mori

JWT 14 offices

Leo Burnett 15 offices

Government of South Australia

Liberty PR

Kantar –WorldPanel, Europanel

McCann Erickson [UK, ME, Singapore]

MediaCom

Mindshare

Network Research

O&M (London, Paris, ME)

OMD Middle East

Ping Identity

RadiumOne

Redhouse Lane

RetailMeNot

Siemens

Starcom

Talon Outdoor

Target McConnells

TNS

UM (UK, EMEA, Middle East)

Videology

Wolters Kluwer Financial Services

Y&R London/Dubai/Abu Dhabi

Zenith Optimedia

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TESTIMONIALS



“To be able to tell more powerful, more inspiring stories to drive our business 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

“Fantastic training for getting me ahead on Conference Speaking..”

SENIOR MINDSHARE WORLDWIDE DELEGATE

“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, TRAINING LEADER, MEMAC OGILVY

“Thank you very much for working with us to build a training day that not only provided our novice speakers with the key tools they will need as they develop as presenters, but for also spending a half day 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|FRSGLOBAL



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