



What's the Story?

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How much do we tell them?

We were on a tour of the west side of the island of Madeira and found ourselves evaluating the guide, Louis. It was a long tour - 8 hours - and although we had several breaks, we were listening to him for about 5 hours – quite a task for him and for us!

He had a pleasant-sounding voice, knew how to tell a joke and because he had been a guide for 20 years, had a bank of good stories from previous travellers.

Whenever he told us something we didn't know, we listened raptly - it was the way he told them. We found out, amongst other things, that Madeira is near the equator, so it has a tropical island climate and whatever you put into the ground, grows!

* 60% of the Economy is based on Tourism.

* Agriculture is the second largest sector and is cultivated by everybody, who has a spare bit of ground

* Bananas only grow in altitudes up to 300 feet.

* Madeira's national dish is a black scabbard fish, Espada, served with cooked bananas. Delicious!

One of the attractions on the tour was a glass platform built out from a cliff-side, which is the highest in Europe and the second highest in the world. It tests your nerves but provides a story to tell.

But, whenever Louis went into a self-promoting mode – what else the tour company offered – he lost our attention and didn't know when to stop. He also made the mistake of believing that he needed to fill every minute with 60 seconds of sound. He should have given us some quiet moments in which to reflect on some of his many gems.

In our respective businesses, for best effect, we all need to know when to talk and when to shut up.

What a good speaker can tell us

William Hague, a former Foreign Secretary and one-time leader of the Conservative Party, is an excellent speaker. He first spoke at a Tory Conference when he was 16!

His speaking tips are always worth hearing. Three we particularly liked are:

1. People decide whether to listen or tune out at the start. What goes into the first 2 minutes is worth 10 times more than the 20th minute. The classic way to start is with a self-deprecating story that shows you're not a pompous or an arrogant person.

2. Have some sugar before you speak. You need to wake up your voice. Fresh air really helps and so does something sweet.

3. Giving a speech is physical so get fit. Try delivering a full sentence in one breath. When delivering the speech, project from the chest rather than the throat.

If you want to make your first Conference speech and need some coaching contact us on info@speakersco.co.uk. Or use this link - <https://bit.ly/2xMwqWC> - for details of our Conference Speaking Workshop.

Cold War Stories

President Reagan loved to tell Russian jokes in his speeches. He felt they showed what the ordinary Russian people really felt about the Communist system.

Recent CIA declassified files have thrown up masses of these. Here's one which Reagan told Mikhail Gorbachev when they met:

A man was trying to buy a car but he was told he would have to wait 10 years.

"Morning or afternoon?" he asked.

The fellow behind the counter said: "Well, ten years from now, what difference does it make?"

The man replied: "The plumber's coming in the morning."

Gorbachev laughed.

It's always worth knowing a joke or two about another person's experiences. Good humour builds bridges.

Speeches of Note

There's a new book of speeches [<https://amzn.to/2xYAGkR>] by Shaun Usher, the writer of the international best seller "Letters of Note".

It's beautifully curated, richly illustrated and contains speeches never seen before, including the secret draft prepared for Queen Elizabeth during a military exercise for World War 111 and President Nixon's chilling announcement should Neil Armstrong and Buzz Aldrin have become stranded on the moon.

There are also speeches that changed the course of history, like Nelson Mandela's on the day he became South Africa's first Black President.

Legendary adman Leo Burnett is included with his famous retirement speech "When to take my name off the door."

We liked Robert Kennedy's speech after the death of Martin Luther King, appealing for calm and making the reference to the murder of his own brother John Kennedy in similar circumstances. We were sent a link recently to this speech under the title "The greatest speech ever." <https://youtu.be/GoKzCff8Zbs>

Its 50 years since Robert Kennedy made that speech and he was assassinated himself just two months later.

If you are planning to give a speech, we highly recommend this book - it will inspire you.

Good luck with your presentations, pitches & stories

Barry Graham & Sally Clare

