



## What's the Story?

JANUARY 2019

### **Courage to Change.**

One of our favourite stories is about a World Wide Strategy Director of a top 5 media agency who 15 years ago told us of the power of a quote and a question in a presentation – as if we needed reminding!

He said he asked every new business client the following question based on the famous Charles Darwin quote.

**“It’s not the strongest or the most intelligent that will survive but those that can adapt to change.**

**Can you?”**

We also love telling the story of a young son who was nervous about asking a girl out – his father said: **“You only have to be brave for 20 seconds.”** It comes from the film “We bought a zoo”.

They’re our go-to advice when we’re procrastinating..

Finally on courage...

### **Come to the Edge by Christopher Logue**

Come to the edge,  
We might fall.  
Come to the edge,  
It’s too high!  
COME TO THE EDGE!  
And they came,  
And he pushed,  
And they flew.

**Good luck with all your plans to change this year.**

### **Resolution maker**

Just before Christmas we were sitting on a tube into Victoria when a rough looking guy came on and apologised and said “he was having a tough time and he would appreciate a few coins to help”.

Nobody took money out except a woman sitting next to us who gave him £2.

We said afterwards how much we admired what she did.

She replied: “I used to work in a missing person’s office and so many people who went missing ended up on the streets”. She admired the guts of the guy for telling his story (it couldn’t have been easy).

She reminded us of the saying “what goes around comes around.”

We resolved to show more compassion in 2019 - to a stranger or a colleague or family or friend – if they find the guts to ask for help it's the least we can do.

## Would you pay to see an understudy?

We are serious football fans and we've been watching the FA Cup competition, 3<sup>rd</sup> round matches. It is traditional for many Premier division football teams to put out a second tier team for the early rounds. And as often happens, some of those struggling [and even some of the best] premier league teams lose to lower league teams.

However the Spurs Manager, Mauricio Pochettino when asked why he had risked his key player, Harry Kane towards the end of their match away against Tranmere Rovers when they were already leading 6-0, said: "To show respect to the people here so they could see an English icon." Kane got a 7th goal in the 82nd minute.

It was a roasting for Tranmere, but they got their money's worth.

It's a relevant thought when you're putting your team forward to a client – new or old.

## The power of a good story – “The ad that never ran?”

An expedition is currently down in the South Pole trying to find the explorer's Ernest Shackleton's ship Endurance which was locked in by ice and had to be abandoned in 1915.

It reminded us of the story of the ad he was purported to have placed in the Times newspaper.

### **MEN WANTED**

**For hazardous journey, small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful, honour and recognitions in case of success.**

**Ernest Shackleton, 4 Burlington St.**

He reputedly received over 5,000 replies and easily recruited his crew.

Interestingly, there is no copy of this ad and yet it was included in the book: *“The 100 Greatest Advertisements: 1852-1958”* written by Julian Watkins.

## Something to look out for....

We'd like to recommend a programme we saw on BBC 1 TV on Storytelling. It was broadcast on Friday 4<sup>th</sup> January at 22.35 and was called “The Graham Norton Show – the Good Story Guide.”

## And finally..... a last thought on speaking and telling stories.

Jimmy Tarbuck, the comedian was asked to give an after dinner speech – he stood up and said: **“The secret is never talk for longer than it takes you to make love”**. At which point Tarbuck said: **“Thank you”** and sat down.

**Good luck with your stories and presentations & all best wishes for a happy and successful 2019.**

Barry Graham & Sally Clare

