



JULY 2019

Who services your beach?

We were in Turkey last month seeing some old Turkish advertising friends and had a short break in a Radisson Blu Hotel in Cesme (near Izmir on the Aegean).

The weather was a perfect 30 degrees with a sea breeze.

The first day we went to the beach before the crowds and found a hotel employee walking along the beach and picking up any object (small stones mainly) which could have given a sharp nick.

It certainly gave a good impression of customer care.

However, after a few hours of sunbathing we were ready for a cool drink. Now where was a hotel employee - sadly nowhere on the beach. So we had to go searching. When our drinks were delivered they came with a smile and a pot of nuts – but we had to make the trip 4 times in total that day.

That evening we talked to the manager and said how much more business the hotel could achieve [not to mention even better reviews] if they had staff walking around the beach taking orders.

The next day, the problem was solved. There were waiters everywhere. The hotel must have done a roaring trade.

Are you and your team out there looking for business?

How to Own the Room.

A great title when you want to put bums on seats at an event and sell a book particularly aimed at women.

The author and speaker was Viv Groskop – a TV/Radio presenter and stand up. It's full of tips and ideas.

We saw her at a packed 5x15 talk on June 17 - she certainly knows how to deliver on her title.

She has a theory about being a brilliant speaker – you have to have Happy High Status. Michelle Obama has it.

Simply put, it's being comfortable with who you are and how you present yourself to the world. It's a transmission of energy, trust and enthusiasm.

You should find your own style, own voice, simplicity is key and don't over-deliver. As Viv says:

“Never say to a group of people what you wouldn't say to a single person.”

Do you admit your mistakes?

We have often quoted the Red Arrow Story about the way they conduct debriefing after every flight. It is not the Squadron leader that delivers the review but rather a different member of the team every time. Each pilot

has to learn to analyse and deliver constructive criticism – and yes even tell the leader that he did something wrong.

With so much sport taking place currently, we were interested to hear a number of discussions about: “Can coaches admit their mistakes?” Not often it appears.

It’s not about “saying sorry” – although that is not said often enough.

To learn from our mistakes we must first admit them. Far from being a sign of inferior mentality, not to admit them is a moral flaw. Wrongness is a vital part of how we learn and change – assuming we acknowledge it.

Do you ever say “I made a mistake”? People like and trust you more when you do.

Short or Long

The BBC was recently accused of dumbing down their broadcast to appeal to a younger audience by using shorter words.

Now we’re not anti-long words but we know that the longer the words you use, the less people listen because they are more difficult to absorb on the spot.

So how long should the average word count be? For maximum audience appeal – all ages – your average word character count should be 5-6. Anything over and you start to lose audience.

Some further thoughts from the BBC on why they use shorter words: “It cuts out the jargon and 3 syllable words.” As they advise:

“Talk to people simply as you would a mate”.

Concentrating the Mind

Jonathan Dimbleby, Presenter of Radio 4’s Any Questions for the last 32 years was interviewed on the Today programme to mark his retirement.

Among many memories he told the story of the writer Antonia Fraser when she was on the show saying to a fellow panellist just before it was time to go on air:

“Have I got time for a pee?”

The fellow panellist said: “No. A full bladder does wonders for concentrating the mind.”

Good luck with your presentations, pitches & stories

Barry Graham & Sally Clare

