



SPEAKERS' CORNER NEWSLETTER



October 2014

Can & Will

Last month we went to a special 5x15 stories event which was sponsored by Land Rover. They used their ad theme of “Can & Will” as the topic for the night. It featured 5 top speakers – many of them world-famous like Ranulph Fiennes, the explorer - telling their stories of how they overcame obstacles, faced life-threatening challenges and achieved their goals. They were inspirational and are well worth hearing.



There were some amusing moments, too, in their stories. One told by Ranulph Fiennes, on his trip to the Arctic Circle in 1982, was about the problems of relying on solar radios for their news.

They could pick up BBC World Service for 2 minutes a day and heard “The United Kingdom is at war” and then the transmission stopped. For the next 5 days they argued amongst themselves as to who it could be. They guessed it was probably France – Mrs Thatcher didn’t like them.

After 5 days the radio worked again and they heard it was Argentina. “No, that can’t be right”, they said. “It must be some stupid BBC joke”!

For the videos of this event, go to www.canandwill.co.uk/5x15. You won’t be disappointed.

“I learned that courage was not the absence of fear, but the triumph over it” Nelson Mandela

A standing ovation

We always clap our delegates when they make a presentation in our workshops. It relaxes them and builds their confidence.

A friend told us of a similar experience for his son. He went for an interview in an Apple Store. The interviews were organised in groups of 4 interviewees, who, as they walked in together, were clapped by their interviewers. The interviewers listened, watched, asked questions and saw how they inter-related to other interviewees. Our friend’s son got the job.

When he arrived on his first working day, he was welcomed by all the other Apple staff, who stood in two lines stretching into the store. As he entered, he was warmly applauded. He felt like a “homecoming hero” which was intended, of course.

When was the last time you gave your staff a standing ovation?

“Do what you love and love what you do and everything else is detail”. Martina Navratilova

A good prop is worth a thousand words

Many people remember Bill Gates opening up a container full of mosquitoes and letting them loose in a conference so that his audience would get the feeling of what it was like to have mosquitoes flying around you as millions of Africans do every day.

We saw another use of a prop – not for such a good cause – but highly effective. It was a house brick held by the London Mayor, Boris Johnson, at the Tory party conference.



He wanted to highlight the construction success in London, so he held up the red brick and said: "Look at the skyline of London, writhing and sprouting with extraordinary growth like a speeded-up David Attenborough nature-film." Great imagery, leaving no doubt that house-building in London was a top priority.

Look at every future presentation and ask yourself - "Where can I bring in a prop"? You'll have fun, your audience will enjoy it and your message will get through.

"If you're presenting yourself with confidence, you can pull off pretty much anything."
Katy Perry

Hearing Pope Francis

We were in St Peter's Square along with some 40,000 other people on October 5th to hear Pope Francis give his Sunday address. We had heard his predecessor, Pope Benedict, speak in Beirut, so we were excited to hear the new one.

Pope Francis is an outgoing man, undoubtedly a "man of the people", warm, sincere, expressing himself simply. He spoke for 11 minutes – refreshingly short. He mentioned that Bibles were being given away in the Square – with a smile, saying only one per family! He ended by saying: "I'm just like you – please pray for me." It was a moving end to his address.

A lesson in keeping it simple and speaking from the heart.

"Be truthful, gentle and fearless"
Mahatma Gandhi

Notes or No Notes

Ed Miliband, UK Labour party leader, gave a key speech at the recent Labour Party Conference (the last before the 2015 General Election) and forgot two key issues: "The Economy and Immigration." His oversight has allowed most of the media and all of his political opponents to attack him for this omission. Why he took this risk we don't know but it's certainly a "no brainer". When you're speaking for an hour, you need notes or an autocue.

However, what is more important is what you say. We call it your "Core Message".

Until you know what your Core Message is, you can never write a presentation properly. And when you know your core message is, you will never forget your key issues.

What's a core message? It's what you want your audience to remember, to tell others about and act on after your presentation. If you want help to write and deliver powerful core messages, contact us for one-to-one coaching or a group workshop. 44 (0) 207 605 3782 or info @speakersco.co.uk

"If we don't change, we don't grow. If we don't grow, we aren't really living." Gail Sheehy

Fire up your storytelling

With the cold dark nights coming along, many of us start dreaming of a cosy room, shutters closed and a roaring fire. And next month is Bonfire night [November 5th]. It's a night of fireworks and bonfires. So when we read about some research on the power of a bonfire, conducted by an American anthropologist, Polly Wiessner, it made us think.

She studied the bushmen of Namibia and Botswana. During the daytime, their exchanges were remarkably similar to the sort of talk around any tea or coffee break in Britain. 34% of the time is spent complaining, with a similar amount given over to the practicalities of getting by, with 16% devoted to joking. This is according to her study published in the Proceedings of the National Academy of Sciences Journal.

However, at night, around the bonfire, 81% of the bushmen's conversations are stories – of gods, weddings, hunts, distant friends and truck breakdowns. "At night, people really let go, mellow out and seek entertainment," she said. So switch off that screen and search out your own roaring fire. Mellow and tell your friends some stories. You will never have a better audience.

"Whoever tells the best story shapes the culture" Erwin Raphael McManus

Good luck with your presentations.

Barry Graham and Sally Clare

Speakers' Corner
Helping people deliver their best stories

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Summary of Training & Coaching 2014

The Power of Storytelling

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 competent at delivering.

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.

Maximising Business Presentations Advanced Business Presentations Conference Speaking

Who will benefit?

We offer a range of workshops which are tailored to the needs of the delegates from graduate through to MD. We design the workshop for each client's particular requirements and include learnings and exercises on the message, medium and messenger.

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.

Selling Creative Ideas

Who will Benefit?

Anyone who has to sell ideas – whether the original creator or account management. 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.

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 for selling their ideas.

One-to-one Coaching

The areas we cover include:

1. Preparing for a major industry or company conference – speech writing and delivery.
2. Working on a particular aspect of delivery - voice, presence, body language, emotional connection.
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 speaking fears/ being unable to rise to the presentation opportunity.
6. Working on assertiveness /building greater credibility /developing greater personal presence.
7. Helping prepare for MC'ing a major event.

All workshops are one day and normally run 09.30 and 17.30 for a maximum of 8 delegates.

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