



## October 2015

### Why Persuasion matters.

Let's be honest - we're all in the persuasion business whether we like it or not. Anybody who has tried to persuade a family member to do something they didn't want to or tried to sell ideas to others will know all about persuasion.

However, the more persuasive you are the more likely you are to get promoted, be looked up to by your peers and be able to build greater trust and respect with colleagues and clients.

We think of "words" as the natural vehicle of persuasion but it's said a picture is worth a 1,000 words. We think it can be far more powerful than that. Recently a picture was published in the world's press of a 3 year old Syrian boy, Aylan Kurdi who was drowned as his family tried to reach Europe by sea.



In an instant this picture had a huge impact on governments and public opinion world-wide. It changed attitudes to refugees. We won't forget it.

Our own personal stories may not be as dramatic but we need to find our own words and our own pictures to influence others.

Don Harper in the Mad Men TV series used his personal family photos to sell the idea to Kodak to rename their wheel, the Kodak Carousel.  
<https://youtu.be/suRDUFpsHus>. It's a moving presentation which shows Don's vulnerable side but is utterly persuasive.

To persuade people we need to know what their needs are - rationally and emotionally. What argument will have most relevance and force? What is the best way to approach them?

We can all become more persuasive by building credibility and trust with colleagues and clients. As the legendary David Ogilvy said, "The more people trust you the more they buy from you".

If you would like to know more about Persuasive Presentations click this link to view our latest workshop.  
<http://www.speakersco.co.uk/wp-content/uploads/2015/07/Speakers-Corner-2015-3.pdf>

**"True persuasion only occurs after you have built up emotional rapport and earned their trust." Carmine Gallo author of "Talk like TED"**

### What's the perfect bedtime story?

Apparently it lasts 8 minutes and 36 seconds and includes a dragon, a princess, a wizard and a fairy. The perfect story is set in a castle and the hero carries a magic wand and, wait for it, a mobile phone.

We remember working with a director of a major media agency many years ago on a particular presentation she was making to her board to 'make the case for mobile phones becoming the centre of media planning'. At the time it was considered very forward thinking.

Could storytellers have imagined just a few years ago that a mobile phone would be a requirement of writing a perfect fairytale?

**"Logic will get you from A to B. Imagination will take you everywhere." Albert Einstein**

### The listening dilemma

We talk at about 160-180 words per minute but we can hear at a rate of 450 words per minute.

What does a listener do with all that spare time? Reflect on your message? Day dream? Get distracted?

Think about this when you next plan a meeting, presentation, or workshop. Is the talk meaningful? Or is everyone daydreaming.....

**"Rapt attention is the highest compliment you can pay a client." John Hegarty**

## The power of the nudge

A new book, 'Inside the Nudge' by David Halpern shows how we can nudge people into action. His premise is that psychologically, the human mind is primed to fear the worst when change is imminent. The mind fills with the bad which drives out the good.

Halpern believes that smart incentives can help to break into that mechanism. And these smart incentives don't need to cost much. For example, "If you ask someone if they want more housing in their area, they will almost always say no. If you ask them would they like their children to have new housing so they can stay in the local area, they will say yes." he says.

We are constantly recommending our delegates to find new ways of getting their point across. To look for the 'smart incentive' for their audience that day. To find the benefit for their client.

**"To succeed one must be creative and persistent." John H. Johnson**

## Black Box thinking

After running presentation courses for 18 years we've heard most reasons why people say "they can't present".

Some are genuine – they're shy, nervous – others believe to speak well you have to be born a good speaker. When we say that anybody can be the best speaker in their company if they want to be and are willing to learn, they look at us with disbelief.

Well in support of our theory we went to hear Matthew Syed (The Times Sports "Columnist of the Year" and author) speak at the Kew Book festival about his new book "Black Box Thinking" (ISBN 978-1-47361-377-5).

His Black Box Thinking centres on the premise that you have to accept that the road to success is littered with failures. However, if you stay on the road, learn from every failure and apply that learning you will come out wiser, better and ahead of the competition.

There are many stories in the book of famous people and brands but the most telling story (where he gets his title from) is the comparison between the aviation industry and the medical industry.

The aviation industry has been testing planes and learning from every accident. So that the likelihood of an accident is 1 in 8.3 million take-offs. In the USA preventable medical errors are the third highest cause of death after cancer and heart disease. Why? The medical profession is a closed culture with egos and reputations flying around so the feedback and learnings are not shared in the same way as the aviation industry.

So how can you apply this to presenting, persuading, selling? Ask for feedback from your colleagues. Have a debrief session after key presentations to review good and bad practice. Be willing to make mistakes but learn from every one. Keep on trying.

**"Ever tried, ever failed. No matter. Try again. Fail again. Fail better." Samuel Beckett**

## Do you work in Dubai or Berlin?

We're in Berlin on October 22/23 and Dubai November 1-9. If you would like to talk with us, run a workshop or have some one-to-one coaching within those dates please contact us at [info@speakersco.co.uk](mailto:info@speakersco.co.uk)

**Good luck with your stories, presentations and pitches.**

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# Summary of Training & Coaching 2015

## 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.

## The Art of Communication.

### Persuasive 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 - 17.30 for a maximum of 8 delegates.**

