



What's the Story?

February 2018

You're only as good as your second serve.

Having avidly watched the Australian Tennis last month and seeing how many points were gained on the second serve, it reminded us of an email sent by an Australian website creator who used this thought to catch our attention.

It was certainly a grabbing headline and one they developed in their e-mail. For example, if you're about to go into a meeting to sell your "first serve", what do you have as a back-up if your first serve misses? When you go to a networking function, you might wow someone by talking to them for five minutes but what do you do afterwards? You see how it works.

First serves don't always work so make sure you have a second serve in business that makes your client appreciate your follow-through.

Roger Federer certainly knows how to second serve. It helped him win his 20th Grand Slam and his 6th Australian Open.

A song in your heart.

We've always liked the quotes of PT Barnum, The American Circus impresario – our favourite being "If you don't prospect for business every day, something terrible happens. Nothing!"

You may have noticed that there's a new movie out "The Greatest Showman" about his life. It didn't get very good critical reviews but in the spirit of Barnum's doggedness and self-belief the movie has defied the critics. It's not surprising, it has a great cast, Hugh Jackman as Barnum, great songs and dancing and the lead song, "This is me" has been nominated for an Oscar.

The songs are so catchy that the producers decided to re-release the film as a sing-along. It's in the States and the UK now.

Singing together is a powerful way of lifting spirits and raising connectedness.

Worth a team outing?

Whatever next?

One reads too often of drones being used in the wrong ways like getting drugs into prisons.

However, we read some good news recently where for the first time ever, a drone was used in an emergency situation to directly save human lives - and the whole ordeal was caught on camera.

Lifeguards in Byron Bay, Australia were still in the training phase of using drone technology to primarily detect sharks when a call came in regarding two distressed swimmers. Lifeguard supervisor Jai Sheridan

said the craft, armed with a pod containing 2 life-saving belts, was able to locate the swimmers within minutes of the original call. "I was able to launch it, fly it to the location, and drop the pod all in about one to two minutes. Much quicker than we could have swum to them and at no risk to any of our lifesavers."

When did you last think outside the box with the technology you use in your daily lives? How could you make even better connections?

An early Valentine's in Dublin.

We're going to work at a Conference in Dublin on February 8th. We read a warm, compassionate story which made us feel even better about going.

A man had asked a judge in the Dublin Criminal Courts of Justice if he could be excused from jury service because he was going away for a long weekend with his partner.

The judge looked unconvinced until hesitantly the man said: "Your Honour, I'm 54, a bachelor and it's my first time in love."

The judge, according to reports, then broke into a broad smile and said: "Then you go, and you go with my blessing"

Whatever you're doing on February 14, enjoy it.

How to succeed in Business.

Keeping the Irish theme going for a moment, Paul McGuinness, manager of U2 for 35 years passed on the secret of his success "**Get a good client**".

Good luck with your stories, pitches and presentations in 2018.

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