



What's the Story?

JULY 2018

What would you do if this was the last day of your life?

Every time Steve Jobs was faced with a big choice, he always asked himself, "What would I do if this was the last day of my life?"

He met his wife Laurene like that. Jobs was giving a university address and Laurene was sitting in the audience. He fell for her and wanted to take Laurene out for dinner that very night, but he was afraid she would say no so he kidded himself that he had to attend a business meeting.

On his way back to the car, Jobs asked himself "What would I do if this was the last day of my life?" He ran back into the auditorium, found Laurene and took her out to dinner. They remained together for the rest of his life.

At his funeral Jobs had arranged for copies of a book by P. Yogananda "The Autobiography of a Yogi" to be given away.

The essence of the book says "Forget about what might happen; focus solely on the task at hand and emerge the other side of your fear".

Try it out the next time you're faced with an issue you need to resolve.

Now that's what we call 'being put on the spot'!

Continuing with the philosophy of "feel the fear and do it anyway" we've watched a lot of football in the last two weeks [along with a billion others].

However, watching England in a penalty shoot-out against Columbia was not a situation we relished. We knew that England had never won a World Cup shoot-out.

To top that, their manager Gareth Southgate famously missed a penalty in the 1996 European Championship.

He tells the story of how he and his wife while on honeymoon in Thailand the following year decided to visit a famous monk to find out what their future had in store. But as soon as they sat down the monk broke out in a smile: **"You're the bloke that missed the penalty for England."**

Well, Southgate has seen the funny side of this story and he didn't want a repeat. He had prepared his players well - he knows better than most that we can all miss when "put on the spot." But this time England made history, they won their penalty shoot-out and go forward to the quarter finals.

Put the preparation in and we can all stand on the spot with confidence.

After you've eaten (for those who are lost for an opening story).

This story takes place in the time of Nero. It was common for Christians to be thrown to the lions in the Coliseum.

One day a strange thing happened, the lions wouldn't eat the Christians. Word got back to Nero and he rushed to the Coliseum.

"What is happening?" he demanded of his guards. They replied "We don't know but one Christian walked up to the lions, whispered in their ears and after that they slunk away"
"Right" said Nero, "bring him to me". The Christian was brought to him and Nero demanded "What have you done to my lions? What spell have you cast over them?"

The Christian who was a modest man said "My Emperor, I haven't passed any spell. I simply told them that after they've eaten, they've got to make a speech"

It's Wimbledon Again.

We love to watch Wimbledon Tennis because nothing is impossible. The lowest ranked players will out-play the world's best.

On July 2, the first day, four women's seeds were knocked out. Over 50% will be out by the end of the first week.

Two quotes always spring to mind - the Kipling line inscribed above the players' entrance: "If you can meet with Triumph and Disaster and treat those two imposters just the same". Certainly helps you adjust to your result.

We're also reminded of the other more emotional line: "Love means nothing in tennis, but everything in Life"

Anyone for tennis?

Do you leave your clients with valuable take-outs?

Barry was invited to play golf by an old client and knew he needed a couple of lessons and chose a coach he had used before, Warren.

At the first lesson Warren turned up with large pint glasses of cold water. He didn't want Barry to get dehydrated.

Warren complimented Barry on his back swing but said he could improve it if he moved differently. He showed him an exercise to do over the weekend and finished by saying: "when this move goes into your consciousness, it will become sub-conscious and you will hit the ball every time"

It was a great opener and closure of value for Barry.

Are you offering your clients take-outs they won't forget?

Good luck with your presentations, pitches & stories

Barry Graham & Sally Clare

