

**To be No 1**

For a month the world will have almost stopped as we watch and debate the World Cup.

The power of the 'big game' to bring nations together is unparalleled.

We read that the UN's Kofi Annan wished he had the support and common vision of FIFA. Why? Because FIFA has 207 country members and the UN has only 191.

We were in Dubai training on June 9<sup>th</sup> when it all started and the excitement and passion that came out of the TV screens from Arabic and British presenters was palpable.

Our hearts have been won over by some of the little guys as they battled against the larger nations.

Having self belief is half the battle.

Training hard is also key to success.

We were reminded of the famous US sprinter Maurice Greene who said:  
"If you want to be No 1, you've got to train like you're No 2."

How's your training going?

**Barry Graham and Sally Clare**

**"If anything goes bad, I did it.  
If anything goes semi-good, we did it.  
If anything goes really good, then you did it.  
That's all it takes to get people to win football games for you."**

**Paul Bryant, US football coach 1913-1983**

## **Messenger**

### **“Innovation and creativity - it’s what employers want.”**

In an article in the UK Times in June, managers from Britain’s top 222 companies said they were likely to leave graduate places unfilled this year because many applicants did not possess the ‘correct skills’.

While ‘problem-based learning’ was still important, research has shown that degrees must also encourage ‘innovation and creativity.’

Grades may indicate a level of commitment, but communication and presentation skills are equally key.

Business is looking for graduates who have transferable skills for the workplace. Have they worked in a team - researching, writing, presenting a project? Can they demonstrate leadership skills?

Last month 45 top businesses were asked what they looked for in a new recruit. The top answers were ‘innovation’ and ‘thinking creatively’.

From our observations we see ‘innovation and creativity’ buried by powerpoint presentations.

However experienced the presenter, the format of powerpoint becomes a barrier to communication.

Instead of helping to show a depth of understanding and help bring alive the recommendation, the powerpoint makes the presenter appear shallow and buries their proposal in words and data.

**“Never play a tune the same way twice.”**

Louis Armstrong, US jazz musician

## **Messenger**

### **“Exercises for the mind.”**

In the words of an Economist poster: Ever go blank at the crucial... thingy?

Apparently the optimum brain age is 20 years old and as all our readers exceed 20, this article should be of interest to you all!

There are a number of IQ games available now that you can download on your phone or play on your computer or game console.

The average age for a 'gameboy' will be getting even higher as these games are targeted at the oldies!

As a Nintendo spokesperson said; "It's only natural that we exercise our brains the same as our bodies."

For those of you who prefer not using a 'mind gym', here are 5 exercises you can do on your own!

1. When you brush your teeth in the morning – use your other hand and count all the strokes.
2. On your way to work, try to read all the posters and signs you pass as quickly as possible.
3. Look at people in the street and try to guess how they're feeling and then put those feelings into words. Speaking imagined ideas puts many areas of your brain to work.
4. If you're stuck on a crowded train, look at all the ads and see how many you can memorise in 30 seconds.
5. If you have a number of points to remember for a presentation, place them in an imaginary room and take yourself on a journey to 'see' them.

So don't end up like ... wotsisname?

<p><b>"Even if you win the rat race, you're still a rat." Lily Tomlin</b></p>
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**Medium**

### **"Presentation Mistakes."**

It is accepted the three most common mistakes made in presentations are:

1. Poor eye contact.
2. Speaking too fast.
3. Poor structure.

However, there are 3 additional mistakes which our delegates – regardless of their nationality – consistently mention:

4. Speakers reading their slides
5. Too much text on slides
6. Boring delivery

'Speakers reading their slides' seems to be the biggest turn-off.

So remember Tom Peter's tip:  
'Keep them lean and full of meaning'.

Work out your presentation story before you write your slides. Then limit your slides to ones that can help you illustrate and communicate your message more effectively and memorably to your audience.

**“Sometimes I lie awake at night and ask: ‘Where have I gone wrong?’ Then a voice says to me: ‘This is going to take more than one night”**  
Charles M Schulz

## **Messenger**

### **‘The eyes have it’**

We’ve always said how important ‘eye contact’ is in helping to show personal honesty and integrity.

So we were interested to read that when researchers put an image of eyes on a poster for an ‘honesty box’ in a coffee room, they found contributions increased by 3-fold.

**“Democracy means government by discussion, but it is only effective if you can stop people talking.”**  
Clement Atlee

## **Messenger**

### **“You cannot see the future but you can influence it.”**

This is what Ben Hillson, Joint MD of Aspect Ltd\* said when we asked him for his thoughts on chairing a conference or big meeting.

He said, ‘Beyond the administrative ones, it’s key you know what you want the event to achieve.’ [No different from the key points we tell our delegates to consider before they write a presentation!]

He went on to say, ‘if it’s a public seminar, the organisers will want to have a successful meeting thus setting up the sale for next year’s event. So audience enjoyment and satisfaction are high on the list.

If it’s a company event, it needs to be much more focused. What’s the theme? What do you want the delegates to take away with them? How will you achieve that?

As the Chairperson you need take control and not just link speakers.

So here's a quick check list:

1. Brief the presenters on what you want them to deliver – not their slant but the slant that will achieve the overall objective.
2. Read the presentations to see they work in harmony to achieve the desired outcomes. Check for time.
3. Have intros for each presenter highlighting the reasons they've been asked to give their speech.
4. When you sum-up speakers, add real value, not repetition but another layer to what's just been said.
5. If a Q&A is important for your outcome, use speakers who can best answer questions and deliver outcomes.
6. If the Q&A is going off-track, bend it back in the direction you need.

Remember, it's not a democracy, you're in the chair and your decision is final.

As Ben said: 'You can see the past, but can't influence it. You can't see the future but you can influence it'.

\*Aspect Ltd is a leading communication and live event agency, ranked in the UK top six by Televisual magazine every year since 1999. For more info visit their website: [www.aspect.ltd.uk](http://www.aspect.ltd.uk)

## **Message**

**“Sail – the power of a word.”**

Paul Arden ex-Saatchi Creative Director, has written another book.  
"Whatever you think, think the opposite" - a bargain at £7.99.

We particularly liked his story about the Sydney Opera House. The city ran a design competition for the new building. One of the entrants, Jorn Utzon, sold them an outrageous and at the time, unbuildable design.

How?

He summed up his concept in one word, 'sail'. Once the committee had an image of 'sails on the waterfront', no other entrant stood a chance.

Brilliant!

Are you creating strong word pictures to help sell your ideas?

**“All things are difficult before they are easy.”**

**Thomas Fuller**

## **HEAD OF PRESENTATIONS**

**UK Tory party appointed a HOP earlier this year. Any connection with their recent leap in the ratings polls – a 10 point lead over the government?**

### **Messenger**

**“Winning over an audience.”**

Ron Karfman, an American speaker, gave some invaluable tips on winning over an audience.

**Give away praise** – the more you give credit to the audience the more magnanimous you appear and likeable you become.

**Give away credit** – the more you cite other experts, the more experienced you appear. Great communicators give credit whenever they can. Little speakers try to make it all appear as their own.

He **gives away articles and tips** on his website: [ron@ronkarfman.com](mailto:ron@ronkarfman.com)

**“I can live for two months on a good compliment”**

**Mark Twain**

### **Messenger**

**‘The smartest people use the dumbest words.’**

What is it that transforms us from funny, honest and engaging weekend people to boring business stiffs when we get to the office?

Every day we get bombarded by an endless stream of filtered, antiseptic, jargon-filled corporate speak, all of which makes it harder to be authentic and definitely harder to enjoy the experience of talking!

Why do we trade the wit and warmth of voice we use out of work for a ‘corporate voice’ at the office?

If you’d like to read more on this subject, we can recommend a humorous and insightful book:

'Why business people speak like idiots.' By Brian Fugere, Chelsea Hardaway and Jon Warshawsky, costing £12.99. isbn:0-7432-6909-8

## Message

### Honesty and openness works

Douglas McCallum, the UK MD of eBay said: 'Marketplaces thrive when there is a psychological and emotional contract between buyers and sellers.'

eBay is now the largest online marketplace in the UK and we spend 10% of our time on line on eBay.

He believes their success is because of a critical trust that a new eBayer must show when he hands over money to a total stranger and feels it's their honest, open environment which brings out the best in people.

A good example for us all!

### Barry Graham and Sally Clare

#### ***Speakers' Corner***

**'Helping people deliver their best'**

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