



S P E A K E R S ' C O R N E R N E W S L E T T E R



April 2010

Spring forward and gain an hour

When the clocks go forward we know it's time to celebrate.

We're excited as we enter our 14th year – we started Speakers' Corner in April 1997.

The future looks better than it did a year ago. We are seeing shoots of healthy growth from our two new workshops, "The Power of Storytelling" and "Selling the Brand called YOU" which have been enthusiastically received.

You can still get a FREE ONE HOUR taster on these if you want to see what effect they could have on helping to create new business growth for you.

So Spring forward and gain an hour with Speakers' Corner

Barry Graham and Sally Clare

We first launched our newsletter in April 2001. You can read every single issue on our web-site www.speakersco.co.uk. That's over a hundred pages of advice and tips on how to write a better message, use the medium more effectively and be the strongest messenger.

The first 4 minute miler

On May 6th 1954, Roger Bannister an Oxford medical student became the first human to break the 4 minute mile barrier. What most people don't know is that the medical world at the time didn't believe it was possible and in fact felt it was dangerous to a human's health to run so fast. They believed the athlete could die.

On the race day, regularly spaced around the track, were medical assistants with oxygen tanks in case Bannister collapsed. As we know he proved the mile could be run in under 4 minutes (3mins 59.4 secs) with no danger. Six weeks later on June 21st his great rival John Landy broke the barrier again beating the record by 1.4 seconds.

What barriers are holding you back?

"Most people don't need to be taught, they need to be reminded." C.S. Lewis

No one can sell YOU until you can

We like to hear other speakers who speak internationally and here are some good tips from a Canadian speaker, Warren Evans:

- * "Life is one long moment made up of smaller moments. What can you do in that moment? Be it, do it."
- * "What are your 3 strengths? Stop trying to improve your weaknesses."
- * "Your passion shows you your presence."
- * "Your life is like a tapestry. What do you want your tapestry to say about you?"
- * "Get to stand for something or you'll fall for anything."
- * "No one can sell YOU until you can."
- * "You can't get all the money this year that's why they call it a career."
- * "To start a speech, throttle at 110% to get airborne then flatten out."

Power to the people

The next UK general election on May 6th is going to be an historic one with the three main party leaders facing each other on three live TV debates – April 15th, 22nd, 29th

The experts believe that nerves may get the better of them and gave 3 pieces of advice:

1. Deliver a sound-bite, a laugh or a put-down that the media can replay over and over again. Sadly, performing well for 90 minutes won't make news.
2. Look at ease and be confident – in other words look like a leader.
3. Break the TV debates' rules. If they want to wake up the electorate they'll need to attack the competition from minute 1 of broadcasting. The TV stations won't pull the plug – it'll be too big a news story for them! Sadly however, the power of TV may well not serve its audience the best as a result.

The other change we'll see is the impact of social media on the parties' messaging. Historically UK political parties have tried to control all messaging from the centre. But the web is uncontrolled and therefore uncontrollable so the parties will need to allow a different kind of political messaging to filter down, enabling inclusion and involvement – a new kind of politics in fact – showing the power of media in its most positive form – power to the people.

“20 minutes in front of someone is worth a year's worth of e-mails.” Radio 4

The one sentence rule

We regularly ask delegates to summarise the point of their presentation in one sentence.

What surprised us recently was that we asked a young business-owner to tell us in one sentence what their company does. They couldn't, except in a very generic way. The best businesses like the best life-goals are those with simple, easy-to-understand visions. As a commentator said at the time of the Enron scandal:

“If you can't explain in one sentence what your company does, it's illegal.”

So how many of you can describe your company in one sentence that resonates with your customers? Have a go now.

What's the No 1 word of influence?

Imagine you are in line to use the water cooler and a stranger approaches and asks “May I use the cooler?” What is the likelihood you would agree? A study has found that 60% of those approached this way would say “Yes”. However, when the stranger added the word ‘because’, more than 90% of those approached responded in the affirmative. Even if the reason given is meaningless, the compliance rate goes up.

The more you can come up with the ‘because’ in your argument, the more easily you will persuade others to commit to you.

**“We're off to see the Wizard
The wonderful Wizard of Oz
Because because because because because!
Of all the wonderful things he does!”**

A story needs a plot and narrative.

The ‘experience’ difference between qualitative and quantitative research presentations is clear to see.

A qualitative researcher relies on their wealth of consumer anecdotes to allow their audience to experience and understand. Their customer stories can become brand legends and live on for decades.

However, even as quantitative researchers move away from ‘information dumps’ to ‘insights’, they still shy away from delivering a narrative. As a result, their presentations are difficult to repeat and easily forgotten.

We know that there's a story plot in any fact-based presentation. And once you know your plot, you can write your story narrative.

**“Only those who risk going too far can possibly find out how far they can go.”
T.S. Eliot**

The Brain is a muscle

Research shows that a core element to leading a happy life is to spend part of your time thinking about ideas or purposes that are bigger than you are. There are lots of organisations providing speeches, debates, events to get you using your brain. As they say, "use it or lose it."

TED.com has an annual global event plus regional ones and a useful web-site.

Intelligence Squared runs debates and talks regularly in London and globally. Catch up on many of the speeches on their web-site for a £20 annual fee.

Rosie Boycott, ex-editor of the Daily Express, has started a monthly event called "5 x 15" at The Tabernacle in Notting Hill. It is 5 speakers each speaking for 15 minutes. April 19th is a sell out when John Hegarty will be talking on "Brands, religion and his career as an adman". For the May event book now!

"Nobody reads an ad, they read what interests them and sometimes it's an ad."
Howard Gossage

I am the captain of my soul

Some of you may have seen the recent Clint Eastwood film "Invictus" and wondered about the title. It became clear in the film when Mandela, played by Morgan Freeman explains to the South African Rugby Captain Pienaar, played by Matt Damon that a poem called "Invictus" had kept his spirits up during his 27 years of imprisonment. It then became Pienaar's inspiration to win the World Cup. Here's the poem's last verse – maybe it will inspire you too.

"Invictus" by William Ernest Henley, 1849 – 1903.

**It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate,
I am the captain of my soul.**

"People who matter are most aware that everyone else does too." Malcolm Forbes

E + R = O

Life is all about choices. When you cut away all the junk, every situation is a choice. You choose how you react. You choose to be in a good mood or bad mood and choose how people will affect your mood.

Each time something bad happens, you can choose to be a victim or choose to learn from the experience. People with a more negative approach tend to get stuck in a rut and blame others.

The formula E + R = O is a powerful reminder that the choice is yours.

Events + Response = Outcome.

A story of two choices

Jerry was a restaurant manager who believed you had two choices in life. One day he was held up at gun point and while trying to open the safe the robbers panicked and shot him. Luckily, Jerry was found quickly and rushed to hospital. After 18 hours of surgery and weeks of intensive care, Jerry was released from the hospital.

When asked what had gone through his mind as the robbery took place, he said:

"As I lay on the floor, I remembered that I had two choices – I could choose to live, or I could choose to die. I chose to live."

"The paramedics were great. They kept telling me I was going to be fine. But when they wheeled me into the emergency room and I saw the expressions on the faces of the doctors and nurses, I got really scared. In their eyes, I read, 'He's a dead man.' I knew I needed to take action."

"I was asked if I was allergic to anything and I nodded. The doctors and nurses stopped and waited for my reply. I took a deep breath and yelled, "Bullets!" Over their laughter I said, "I am choosing to live. Operate on me as if I am alive, not dead."

Good luck!

Speakers' Corner - Summary of principal workshops and coaching on offer

STORYTELLING FOR BUSINESS 1 or 2 DAY WORKSHOP

This programme shows why storytelling works and bridges the mind gap because stories feed the imagination not give it indigestion.

THE BRAND CALLED YOU 1 DAY WORKSHOP

This programme concentrates on developing strong personal brands so that we can make the most of every opportunity that comes our way to maximise our personal potential.

PITCHING TO WIN 1 DAY WORKSHOP

This programme helps the new business team put on their best performance and so create more powerful, persuasive and winning presentations.

MAXIMISING BUSINESS PRESENTATIONS 1 DAY WORKSHOP

This programme shows the delegates the difference between simply having the confidence to stand up and talk and communicating to convince and influence.

COACHING - ONE-TO-ONE TRAINING

We work on specific needs, eg on a major industry presentation or helping to build greater self belief & credibility.

ADVANCED BUSINESS PRESENTATIONS 1 DAY WORKSHOP

This programme is designed for more experienced presenters who realise that to perform at their best, they need to get rid of bad habits, hone their strengths and be able to deliver a presentation story.

CONFERENCE SPEAKING 1 DAY WORKSHOP

This programme asks the delegates: Don't think what you have to do for the conference but rather what the conference can do for you.

SELLING CREATIVE WORK / YOUR IDEAS - 1 DAY WORKSHOP

This programme shows delegates how to help others see and believe in their ideas.

WRITING PRESENTATIONS HALF-DAY WORKSHOP

This programme shows the delegates how to write a presentation message that's worth hearing and produce a leave-behind document that's worth reading.

CONSULTANCY AND FACILITATION

Working with a group of managers, we act as facilitators & trainers helping them resolve issues, eg for an agreed new business approach, best practice for working with clients, best face to put forward to a wider audience.

Speakers' Corner

'Helping people deliver their best'

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