



October 2010

Mention 'FREE'. Get your audience hot!

Apparently, our emotions get aroused when we're offered something for free. The response can be as powerful as physical arousal.

Researchers have discovered that when a brand offers something for free, a consumer's emotional response scores 5.8 out of 10, akin to 'significant physical arousal'. You score closer to 10 when facing a severe trauma.

Tests found that promotions which scored the highest were those which were most commercially successful. Colin Harper of the Institute of Promotional Marketing said: "It's early days but these results indicate a high correlation between high emotional response and sales uplift."

We think business should learn from this.

Good servicing of clients is based on 'going the extra mile' and offering 'value for money'. But how often is the word 'FREE' mentioned?

We know that the most successful communicators and salespeople use both emotions and rationale to persuade.

What better way to get your clients to buy than to arouse their emotions with the careful use of the word FREE in your future pitches and proposals.

Good luck. Enjoy this FREE newsletter!

Barry Graham and Sally Clare

"Words are the only things that last"

Winston Churchill

How to impress in a meeting

In running training we've learnt a lot about the impact of people arriving for one of our sessions. The most impressive:

- Arrive early
- Introduce themselves, initiate the handshake & look interested in others.
- Have their mobiles in suitable mode.
- FREE their minds to concentrate.
- Make a contribution
- Listen with positive body language

"If you're not at the table you're probably on the menu." Martin Broughton

There are always two sides...

The Commonwealth Games has just been held in India. Lots of teams have complained about the facilities. However for an athlete from Rwanda there was nothing to complain about. It was the first time his country had appeared in the Games. He was so excited and glad his country was being portrayed in a positive light and not for the atrocities that occurred 16 years ago. He had lost all his family in the troubles but not his hope.

"There is only one you for all time. Fearlessly be yourself." Anthony Rapp

Two FREE sensory tips....

1. Every day change your routine and observe. Eg. take a different route to work, notice your surroundings, unblock your mind and reflect on what you can see.
2. Diary time on your own to listen to yourself - maybe once a day, once a week or once a year. Allow time to be with yourself, FREE of everything. Let your mind think and listen.

“You have to allow a certain amount of time in which you are doing nothing in order to have things occur to you, to let your mind think.” Mortimer Adler

A training venue full of story inspiration

We’ve been working in the “Museum of London Docklands” Canary Wharf for the last few weeks training a media agency client. It has worked extremely well as a venue for a “Storytelling” workshop. The building on West India Quay is one of only two remaining warehouses built over two hundred years ago and is surrounded by the tall modern buildings making a dramatic backcloth.

We’ve been using their boardroom which has views over a river basin and there are lots of other points of interest. The street in front is called Blood Alley and the area is still known as the Isle of Dogs - the most likely connection being that two famous monarchs Edward 111 and Henry the V111 kept their dogs on the isle. A further bonus is that delegates also get a chance to visit FREE the Museum of London to find story inspiration. [www.museumindocklands.org.uk]

“Good design is a lot like clear thinking made visual.” Edward Tufte

Learning from Gauguin and Vincent

In 1888 the artists Paul Gauguin and Vincent Van Gogh lived together in Southern France. They both had a wonderful way with colour and had the same painting philosophy - to paint ‘much more than what they saw with their eyes to deliver feelings and dreams’. Although undoubtedly influenced by each other, they expressed themselves quite differently.

It’s this combination of collaboration and individuality to deliver ‘feelings and dreams’ that we need to find as presenters. In our “Storytelling” workshops our delegates value the time spent on brainstorming story ideas to help inspire and FREE their creative juices.

We recommend that this ‘collaboration time’ is scheduled into your presentation preparation process. You’ll then feel more able to

personally influence and colour your presentations so they have lasting stand out. You can see works by Gauguin at the Tate Modern now.

“Your style should never be taller than you are.” Peggy Noonan

Video clips in presentations

We saw a presentation by Professor Max Atkinson on “the power of short video clips” to capture an audience’s attention and get your point across. Two that are worth viewing are firstly Bill Gates talking about the evils of Malaria. He has a container full of mosquitos and opens them in a lecture theatre with the line: “There’s no reason only poor people should have the experience.” [TED.com]

The second clip is titled “Swinging Ball of Death” and Professor Chris Bishop is talking about the Laws of Physics at a Christmas Lecture at the Royal Institution in 2008. See whether you can watch it without looking away or flinching. [youtube.com/watch?v=EZNpnCd4ZBo]

These clips were visually memorable. But Max maximised their impact by keeping them very short - a great lesson for everyone using video in their presentations.

“It’s not what you say it’s what they hear.”
Dr Frank Luntz

Have you got a sense of your audience?

Some years ago we heard a futurist Professor Scarse talk to a group of small businesses about Europe. He opened with the statement “93% of businesses in Europe employ less than 20 people”. There was a drawing in of breath from the audience. They couldn’t quite believe it - so he repeated it. It was at the moment that we became one with the speaker – we respected him and knew his speech was for us.

How many times does that happen? All too rarely because the speaker hasn’t taken the trouble to find out who his audience is, what their needs are and what they would like to take away from the speech. All audiences want to get a new viewpoint on a subject, they want new insights and ideas which take the debate

forward. They want to listen to a speaker who has done their homework and delivers a succinct, entertaining, persuasive message with style, credibility and regard for them. If you treat the audience like a friend, talk in a conversational way and make an emotional connection you have definitely “got a sense of your audience”.

"In each of us are places where we have never gone. Only by pressing the limits do you ever find them." Dr. Joyce Brothers

Pecha Kucha

Pecha Kucha started in Tokyo in 2003 as a forum for young designers to meet and show their work. It's also known as “20 x 20” ie 20 slides, each lasting 20 seconds and only using images, no bullet points. You cannot alter the time spent on each slide which moves on automatically after 20 seconds. So everyone has 6 minutes and 40 seconds to give their presentation. But can you imagine how much time you must spend in preparation - writing the timed 20 seconds messages and finding the right 20 images? And can you imagine what could happen if you don't rehearse enough?

Clients that have used it, have reported that it forced them to set aside time for preparation and rehearsal and resulted in them putting on “more of a performance” - unquestionably good outcomes. However, we don't think it will catch on in business as we feel the 20 x 20 rule is more of a hindrance. However we love the idea of all that preparation time and speaking for only 6 minutes 40 seconds.

"Resolve to be a master of change rather than a victim of change." Brain Tracy

“Speaking to Lead”

Barry spoke at the UK Speechwriters Guild Conference in Bournemouth on September 17 on “Never give a speech without a story”.

John Shosky, an ex-White House speech-writer gave the keynote speech. He has written over 2,800 political business speeches. His keynote

was full of stories, insights, tips and he stressed the importance of using the right words. He mentioned the time he heard Gorbachev speak in Washington. When asked what action by Reagan did the most damage to the former Soviet Union, Gorbachev immediately stated the devastating and concussive impact of one phrase – ‘the evil empire’. This condensed message helped destroy the legitimacy of the Soviet government and led to its downfall.

We thoroughly recommend John's book.
ISBN 978-1-84954-013-1.

"Always bear in mind that your own resolution to succeed is more important than any other one thing." Abraham Lincoln

Nothing is impossible

Two years ago, Philippe Croizon, a Frenchman decided he was going to swim the English Channel. He couldn't swim. During the past two years he devoted 35 hours a week to swimming and getting fit.

Last month he swam the English Channel. He was expecting it to take 24 hours and he did it in 13.5 hours. At one point 3 dolphins swam with him. He swam at a constant 2 mph. So you're wondering, "What's the big deal?"

16 years ago Philippe was removing a television antenna from a roof when it hit a power line and jolted him with an incredible electric shock. As a result his legs and lower arms had to be amputated.

Using a snorkel and prosthetic legs with built-in flippers, he set out to swim the English Channel.

If you're determined enough, as Philippe proved, nothing is impossible.

What challenge can you set yourself?

Good luck!

Barry Graham and Sally Clare

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.

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.

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.

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.

COACHING - ONE-TO-ONE TRAINING

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

SELLING CREATIVE WORK / YOUR IDEAS - 1 DAY WORKSHOP

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

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.

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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