



SPEAKERS' CORNER NEWSLETTER



April 2008

“Steve Jobs sells the sausage and the sizzle.” Carmine Gallo

“Presentations should spend time in the editor’s suite”

Apparently it turns out that for the last 27 years, every movie that managed to win the Oscar for best picture was also nominated for best editing.

Like a movie, your presentation will never be right the first time. It can take a lot of editing before it shines. You may have some great material and points to make, but the end result isn't necessarily a memorable presentation. The audience won't be leaving the room saying: “That was great” but rather “That was alright”.

So if you want to do well next time, make sure you spend time testing your presentation in front of a real audience.

Get a few colleagues together and give them a run-through. Videotape yourself so that you can objectively identify what works and what doesn't. Call up some people and test your stories and analogies.

Make sure you are effective — if they are supposed to laugh, they laugh; if they are supposed to be inspired, they get inspired.

It's not always easy to be objective, so use the insights of others to help you put together your best presentation possible.

Barry Graham and Sally Clare

“The best speeches are never written, they are rewritten.” Eric Feng

“A masterclass from Steve Jobs”

A leading communications coach, Carmine Gallo, conducted a fascinating analysis of Apple's Steve Jobs' latest Macworld keynote speech. This was his launch presentation to the trade and media of the ultra thin MacBook laptop.

Here is Gallo's 10 part framework that we suggest is a great checklist for every presenter to follow.

- 1. Set the theme** and keep mentioning it throughout your presentation.
- 2. Demonstrate enthusiasm** by your actions and your words. As Steve would say: “It's amazing, it's fantastic ...”
- 3. Provide an outline** by giving the audience your route map – “I have 4 things I need to tell you.”
- 4. Make numbers meaningful.** Put them into context: 4 million annual sales, that's 20,000 a day.
- 5. Try for an unforgettable moment** by making your key idea come alive for your audience in their mind's eye. “Just imagine, the MacBook fits into a manila envelope.”
- 6. Create visual slides** by being short on bullet points, big on graphics and visuals.
- 7. Give them a show.** Find the ebbs and flows, themes and transitions to entertain.
- 8. Don't sweat the small stuff.** If something doesn't go to plan, accept it and move on.
- 9. Sell the benefit.** What's the value in your message - what's in it for the audience?
- 10. Rehearse, rehearse, rehearse.** Don't take anything for granted. Be prepared.

“He that wrestles with us strengthens our nerves and sharpens our skill. Our antagonist is our helper” *Edmund Burke*

“Don’t be afraid to fail.”

We video hundreds of delegates a year who tell us how nervous they felt, but on the playback they come over as calm and in control. So it’s a good lesson to learn that ‘nerves rarely show’.

More importantly though is why do we feel afraid? Well normally it’s the fear of failure that makes us afraid. We heard an international speaker, Robin Sieger talk about his experiences. One of his lessons was: “You must be willing to fail – you need to be able to fail, because at sometime something will go wrong.” The projector may fail, you may forget what you wanted to say. But it’s how you handle the breakdown and your ability to rise above it that will allow the audience to truly evaluate you.

Robin constantly rehearses and gets his message right for his audience, but the thought of failing, is not a worry to him.

“Thunder is good, thunder is impressive but it’s lightning that does the work.” *Mark Twain*

“Wordy slides are a real snooze.”

Another US survey found that audiences of Powerpoint presentations are most annoyed by the overuse of text on slides.

Interestingly the most criticised use which matches what our delegates feedback to us is: “The speaker reading the slides.” This tops the list with 67.4% of all respondents. “Full sentences instead of bullet points” scored 45.4% and “Text too small I couldn’t read it” with 45%.

These research results point to the need for presenters to increase their use of relevant visuals and graphics to replace text and allow more of a conversation to take place with the audience. Visuals help

an audience to understand the point more clearly so they can see the bigger picture.

If all presenters thought of presentations more as a conversation rather than a reading lesson, they would naturally come to the same conclusion and cut the text.

“If opportunity doesn’t knock, build a door.” *Milton Berle*

“Advertising gets the ratings.”

The subject of advertising has been given more unpaid UK airtime in the month of March than ever before.

From ‘Hard Sell’, to ‘The Rise and Fall of the Ad Man’ to ‘Mad Men’, we’ve been given a taste of the ‘old days’ of advertising going back to the 60s.

We’ve been reminded of some great advertising from the VW Lemon ad to Cadbury’s Flake to Levi’s Launderette. We’ve been told how copywriters and art directors were brought together in teams. We’ve seen that the pressures don’t change, but that hair fashions do!

What hasn’t changed is some great advice from the true heroes of advertising on ‘selling ideas’ that we share with delegates on our ‘Selling Creative Work’ workshop.

There’s the very practical advice of Leo Burnett who said: **“Plan the sale when you plan the ad”**. Then the more emotional advice from the writer of those outstanding VW ads, Bill Bernbach who said: **“Tell it how it feels.”**

To successfully sell your ideas you need to ‘bridge the mind-gap’ and get your client to ‘see in their mind’s eye’ what’s possible.

Sir John Hegarty, one of the truly great ad men of our era sums up this thought brilliantly: **“The only space worth buying is the space inside someone’s head.”**

“Act as if success is the only possible outcome.” *Unknown*

“Passion beats logic – a story.”

Here’s a simple, true story of the power of passion from an ex-adman, Roger Mavity from his book ‘Life’s a Pitch’.

Roger had set up a successful ad business with the philosophy of working with large international companies. However, this is a story about a pitch he was reluctantly involved in to the ‘Mauritius Tourist Board.’

After 4 weeks of pitch-work, they were due to present at 2pm that day but instead the client called to ask them to go over to their offices as they were running late. Roger was angry - being late, a change of venue – it was incompetence – and rude.

On arrival at the Mauritian Tourist Board’s offices with all their kit, the client assessed the situation and said: “It’s a hot day, we’re tired and we’ve seen seven presentations already. Don’t waste our time with the slides and strategy. Just show us the adverts so we can finish in ten minutes.”

Remember, Roger had not wanted to pitch in the first place, he was already in a bad mood and now the client was changing the rules to suit themselves.

He snapped, but kept icily calm. Roger packed up their kit and handed his card to the client saying: “You clearly don’t have time to see our presentation today. When you’re next in London, call me and we’d be happy to show the work to you.”

As they walked away the client offered half an hour instead of the original 10 minutes. Roger said: “We’ve worked on this - free – for a month and we show it on our terms or not at all.” “OK, you can have an hour...” said the client. “You’re not listening. I’m not going to negotiate how long it takes to give you our advice. Goodbye.” And Roger’s team left.

Just as they were getting into the taxi, one of the client team rushed out and said: “You can have as long as you want.” So they went back in and pitched.

The next morning, the client arrived unannounced at their offices.

“I came to tell you that you’ve won the business. We’re a small country and we can behave small-time on occasions. We need partners who will be strong with us.”

“I can’t understand why people are frightened of new ideas. I’m frightened of the old ones.” *John Cage*

“The perils of consultants!”

Tony Benn, speaking about management consultants said: “When John Birt was Director General of the BBC, they had a Boat Race with a team from Japan and the Japanese won by a mile. The Japanese had seven people rowing and one steering and the BBC had seven people steering and one rowing”.

So faced with a crisis of that magnitude, Birt appointed management consultants. Because that’s the only thing you can do!

The management consultants, who cost a million pounds, advised that the BBC crew should be restructured and now have: three assistant and three deputy steering managers, a director of steering services and the rower who this time should be incentivised to row harder.

They had another race and the Japanese won by two miles.

So, they laid off the rower for poor performance, sold the boat and used the proceeds for a higher-than-average pay award for the director of steering.”

Good luck!

Barry Graham and Sally Clare

Speakers’ Corner

‘Helping people deliver their best’

28 Gloucester Road Richmond Surrey TW9 3BU

Tel: ++44 [0] 20 8 605 3782

e-mail: info@speakersco.co.uk

website: www.speakersco.co.uk

Copyright Speakers’ Corner 2008.

No material to be reproduced or published without acknowledgement.

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



1. 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'.

2. Advanced Presentation Skills – 1 day workshop

This programme shows the delegates that as with any skill, it's good to have some presentation skills coaching from time to time so you're always at your best.

3. 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 for you?"

4. Selling Creative Work / Your Ideas – 1 day workshop

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

5. Writing presentations – 1/2 day workshop

This programme shows the delegates how to write a presentation message that's worth hearing and what's involved in producing a document that's worth reading.

6. Helping Business Win Business

We put the kind of thinking and creativity into your presentations that you put into developing your business.

7. One to one training

We work on specific needs, eg on a major industry presentation, helping to build greater self belief and much more.

8. Consultancy

We work with a group of managers acting as facilitators and trainers to help them resolve issues – such as an agreed new business approach, best practice for working with clients, best face to put forward to the wider business audience or the media and much more.