



What's the Story?

NOVEMBER 2018

Thank you for your business

Have we got out of the habit of thanking people for their business? One we know hasn't is our hosting company, who when they send their bill thank us for our business. It's a small gesture but it certainly helps cement their relationship with us.

We worked with a small agency which came up with the answer to letting everybody – clients and visitors – know how much they cared. We liked their approach so much that we turned it into a workshop story. It went like this:

"I was invited to visit a small agency in Saffron Hill, Farringdon. Now in our experience small agencies are good at looking after their clients because they have to be.

I found their office, rang the bell and it automatically opened to show a large bright reception – comfy sofa, bowl of fruit, magazines and a receptionist across the room.

As I got nearer to her she looked up and smiled. Behind her was a large screen with the words: "YOU ARE SO VERY SPECIAL".

At that point I looked around to see if the message could be for someone else – a new business prospect, but I was the only person in the room.

I asked the receptionist: "Who is this message for?"

"It's for you, Sir".

My curiosity was now totally engaged.

"If I came back tomorrow, would this message still be there?"

"No sir, tomorrow there will be a new message!"

I suddenly felt uplifted – an agency putting some real thought and fun into greeting their clients and visitors.

When was the last time you told your clients how much you appreciated them?

Who is your editor?

A blog we always read is by Graham Jones the internet psychologist (graham@grahamajones.co.uk) - out 10 am every Saturday.

A recent one "Who is your editor" rang a chord with us. Like Graham we produce newsletters and have done so since April 2001. However there are two of us and that's a big advantage. We can bounce ideas off each other and we certainly act as editors to each other.

We've added a third dimension and get our final drafts looked at by a copywriter friend Reg Starkey. Literals are found and every now and again a new idea surfaces. Is this worth the extra time? We believe so if you want your blogs looked at and want to build up a band of supporters.

Graham's recommendation on ensuring good grammar is to use the GRAMMARLY checker - widely regarded as the best grammar checker. <https://bit.ly/2D6wC6k>

He also recommends the human dimension. Ask your partner or a friend. You'll be amazed how your written communications improve with extra eyes and heads.

The people you mix with affect your success

Have you noticed when you play a sport with someone better your game improves? If you mix with senior people in your company some of their sharpness rubs off. Most of us learn our skills from our bosses and the better the bosses the better we become.

Our story today is a sporting one, but it could be equally true in business.

Kyle Edmunds Britain's No 1 tennis player lost his way this summer and we later found out he had a virus.

He was chosen in September to play in the European team in the Laver Cup - a new international tennis tournament.

His colleagues were Roger Federer and Novak Djokovic. They not only played together but mixed socially off court. Edmunds tells the story of a meal with Federer where Roger told about his South African mother and the food he loved that she cooked. Edmunds has a South African mother so there was a lot to talk about.

After the event Edmunds said his time with these tennis giants had given him insights on how they approach every game and every opponent. How they increase the odds of winning.

Last month Edmunds won his first ATP tour event against Monfils in Antwerp. He's now after a top 10 world position.

Anybody you know who can help you move up?

Put a smile on their face

A media director we knew always said: “he aimed to put a smile on his audience’s face within the first minute of any presentation he gave. In that way he knew his message would be better received.”

Recently we heard a speaker talk about the importance of getting your audience to laugh at your stories. He said all good TED talks had a high laughing/smiling quotient.

All this brought to mind TED’s highest viewed talk by Ken Robinson on Education. It’s titled “Do schools kill creativity”? and has had 53,784,081 views. It always puts a smile on our face. Here’s one of our favourite stories from it.

The teacher was talking to her class and noticed that one little girl was drawing.

Teacher to little girl: “What are you drawing?”

Little Girl: “I’m drawing a picture of God.”

Teacher: “But nobody knows what God looks like.”

Little Girl: “They will in a minute”

Get them smiling and they will probably be ready to buy your idea.

Good luck with your pitches, presentations and stories.

Barry Graham & Sally Clare



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