



What's the Story?

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Dutch courage?

Increasingly we see sportspeople from all disciplines communicating directly and at ease with the camera. Have they had media training or is this a natural development of the professionalism and focus expected from them today?

Just last week watching the European Indoor Athletics Championship the reporter was interviewing Nadine Visser the Dutch 60 metres hurdles gold medallist. She immediately engaged us – great English, big smile and she spoke directly to camera and made her point.

It reminded us of a TED speech where the speaker had praised the Dutch for having excellent skills at communicating and convincing their audiences. It was a three point formula:

1. **Be Honest.** Tell the audience what the problem/issue is and then show them the solution.
2. **Be Factual.** Make sure they understand the issue at hand.
3. **Be Light-Hearted.** Laugh at yourself and your audience. It's a sure-fire way of warming them up and making them relate to you.

Find your Dutch courage to be direct – but don't forget to show warmth and a smile.

The pulling power of Stories

As push strategies of over promising and bragging lose traction, marketers have turned to the pull tactics of effective storytelling.

Robert McKee the famous guru of screenwriting has turned his attention to business writing in his book "Storynomics" <https://www.amazon.co.uk/Storynomics-Story-Driven-Marketing-Post-Advertising-World/dp/1538727935>

Two soundbites from his book:

Stories create a moment of change. In the age of distraction, attention caught and held is the marketer's single most valuable asset.

Stories speak of conflict that changes life. They're all about the pain and the pleasure.

As confident storytellers you'll be able to tell stories that build brand affinity with your target audience and at the same time touch their hearts in ways that deepen their lives.

By reaching their hearts, your audience will become your messenger.

Our 1 day workshop - **The Power of Storytelling in Business** - is highly rated by your industry. To find out more here's a link to our website: <http://www.speakersco.co.uk/workshops/the-power-of-storytelling-in-business> or call us on ++44 [0]208 605 3782

Are you ready to make an entrance?

We read recently that Frank Sinatra always had his team tack down a red carpet from his dressing room to the stage. He wanted to make sure he felt very special so he was in the mood to give his best performance.

Elvis Presley when he appeared in Las Vegas always took a long walk - reputedly half a mile - from his dressing room to the stage. He knew he wanted to get ready mentally and relax his body so he was ready to be the KING.

What's your way to prepare for making the right entrance?

Stories help people to make your case for you.

We have a saying "Every presentation is a story well told". We have heard many thousands of presentations but can only remember the stories.

Here's one told by a Strategy Director in Moscow which we'll never forget.

The setting was a pitch to a Japanese car manufacturer who was entering the Russian car market but did not have a showroom or any plans for one.

The story starts:

"A friend of mine Ivan goes to church every Sunday and one day his neighbour Misha asked Ivan to pray for him. "What do you want me to ask God for?"

Misha replied: "Please ask God if he can help me to win the lottery."

So Ivan at church on Sunday asked God to help Misha win the lottery. But nothing happened. After a number of occasions trying, Ivan decided that he would make one last big effort after everybody had left the church.

"Dear God I have asked many times for you to help Misha win the lottery but you have not answered me."

At that moment a shaft of piercing light shone through the window above the altar and a booming voice said: "Ivan, please tell Misha to meet me half way and buy a lottery ticket."

Ladies and gentleman, if you're not in it, you can't win it - so we recommend you open a showroom as a first step.

Interestingly, we would never have remembered this presentation if it had not been for this story – and if we can remember it after all these years we're certain her client was able to go back to their office and make her case the following day.

Stories make presentations memorable.

Secrets from the Obama's Speechwriters.

If you're interested in speechwriting and want to learn more from the experts, we recommend you go to the **Speechwriters Conference – Queen's College Oxford April 3-5**

Click on the link below to find out who is speaking. Two high profile ones are ex-White House speechwriters. Stephen Krupin – ex-speechwriter to President Obama and Sarah Hurwitz – ex-speechwriter to First Lady Michelle Obama. <http://www.europeanspeechwriters.org/events/oxford-speechwriters-business-communicators-conference-2019>. **To get £50 off you can use the promotion code: SpeakersCorner .**

We've been going for years and always come away with a bag full of ideas and a real enthusiasm to write more effective speeches. We've also met some of the best speechwriters in the world and they're great teachers.

Good luck with your stories, presentations and pitches in 2019.

Barry Graham & Sally Clare

