



What's the Story?

AUGUST 2019

Finding new ways to win

Liverpool has come second in the Premier League for two years running.

Their manager Jurgen Klopp decided it was time to look for new ways of thinking to build on their basic strengths.

He invited Sebastian Steudtner (one of the world's best big wave surfers) to speak to the team about managing stress and dealing with panic.

Steudtner's Instagram page states "FEAR has two meanings. Forget Everything And Run or Face Everything And Rise."

We're reminded of the saying: "Feel the fear and do it anyway."

How to get people to turn off their mobiles

Theatres, cinemas even some restaurants try even harder these days to get us to switch off our phones so as not to spoil the experience.

Humour is playing a bigger part.

We liked the poster we were sent recently which reputedly is posted outside an Armenian Church. This is what it said:

"When you enter this Church it may be possible that you hear "the call of God". However, it is unlikely that he will call you on your mobile.

Thank you for turning off your phone.

If you want to talk to God, enter, choose a quiet place and talk with Him.
If you want to see Him, send Him a text while driving".

It should be part of the Government's driving safety programme.

Stevie v Tiger

We went to see Stevie Wonder last month in Hyde Park. Over the years he has lost some power in his voice, but his supporting act was Lionel Richie so between them they had the crowd singing along and applauding every number.

Whenever we see or read about Stevie, we think of the story of the golf game between him and Tiger Woods – it goes like this:

Tiger Woods and Stevie Wonder are in a bar. Tiger turns to Stevie and says, "How's the singing career going?"

Stevie replies, "Not too bad. How's the golf?"

Woods replies, "Not too bad, I've had some problems with my swing, but I think I've got that right now."

Stevie says, "I always find that when my swing goes wrong, I need to stop playing for a while and not think about it. Then, the next time I play, it seems to be all right."

Incredulous, Tiger says, "You play GOLF?"

Stevie says, "Yes, I've been playing for years."

Tiger says, "But you're blind! How can you play golf if you can't see?"

Stevie Wonder replies, "Well, I get my caddy to stand in the middle of the fairway and call to me. I listen for the sound of his voice and play the ball towards him. Then, when I get to where the ball lands, the caddy moves to the green or farther down the fairway, and again I play the ball towards his voice."

"But how do you putt?" asks Tiger.

"Well," says Stevie, "I get my caddy to lean down in front of the hole and call to me with his head on the ground and I just play the ball toward his voice."

Tiger asks, "What's your handicap?"

Stevie says, "Well, actually—I'm a scratch golfer."

Woods, incredulous, says to Stevie, "We've got to play a round sometime."

Stevie replies, "Well, people don't take me seriously, so I only play for money, and never play for less than \$10,000 a hole. Is that a problem?"

Woods thinks about it and says, "I can afford that; OK, I'm game for that. \$10,000 a hole is fine with me. When would you like to play?"

To which Stevie Wonder says, "Pick a night."

An American Car Titan

We read last month about the death of the famous American automotive boss Lee Iacocca. He started off as an engineer at Ford but quickly realised he would make a greater impact in marketing.

He was always selling, whether products, ideas or himself. By the 80s he had earned a reputation as one of the greatest salesmen in US History.

He led the team which created the famous Ford Mustang car in 1964. He was on both the covers of Time and Newsweek alongside the Mustang.

Henry Ford 11 the Ford boss didn't want Iacocca to succeed him so fired him – a big issue at the time.

Lee was quickly hired by Chrysler where he transformed their business

He realised very quickly that he was a key asset of their business so fronted their TV campaign with the line: **"If you can find a better car, buy it."**

In his book "Iacocca" he describes how he learnt early to stay in touch with his workers. "I would go down to the shop floor, walk around and talk with the men. I listened to their problems and suggestions. It reduced friction between us and the shop floor."

Later he fronted a campaign to get help from the US Government when a financial crisis happened in the car industry and Chrysler needed a bail-out. He took their case to Congress and won.

He invented the electric bike in the 70s and foresaw its future success.

In 2007 he penned the book: "Where have all the leaders gone?"
He was a leader in all senses of the word and will be greatly missed.

Do you build time into your schedule to listen?

Good luck with your stories, presentations and pitches.

Enjoy the rest of the summer.

Barry Graham & Sally Clare



28 Gloucester Road, Richmond, Surrey TW9 3BU **T:** ++44 [0]208 605 3782 **M:** ++44 [0]7976 919057 **W:** speakersco.co.uk