



NOVEMBER 2019

## **Being Alive**

We saw a man waiting at a train station looking depressed, unhappy, with his shoulders hunched. He kept on looking at his watch so we thought he was waiting for someone. We were waiting too, so watched as the minutes ticked by. Suddenly his demeanour changed – he literally burst alive with a huge smile, excitement, relief and an expression of love.

His friend – a lady – had turned up. They hugged and kissed.

It was a lovely emotional moment which reminded us of the power of being alive in communications.

**As the Bee Gees sang of old: “Stay, stay, stay, stay, staying alive.”**

## **Do you provide a memorable experience?**

We did a trip around Covent Garden, Regents Street, Oxford Street and went into many stores. The one which impressed us most was the Tommy Hilfiger store on Regent Street.

From our last visit it felt like they had doubled the floor space. The interior decoration was outstanding; the product range extensive; a stylish coffee bar on the first floor; the staff friendly, helpful and fun and the prices were highly competitive.

We couldn't leave without telling one of the managers what a great experience we had.

This was a retailer that had thought about the expectations of shoppers today.

**Are you giving your clients an experience worth their visit?**

## **The Art of Storytelling**

We believe that the best stories are your own and from real life experiences that other people can connect with. The art is to find the right story to help you change the minds of your audience.

We recommend that everyone keeps a storybook - each day look out and record occurrences – big or small - that strike a chord with you and can be used to help you make your case to change the opinions of others.

Our first two articles in this newsletter are simple examples of what we mean.

This is just a taster from our 1 day workshop – The Power of Storytelling. If you and your team would like to learn more please get in contact with us: t: 00 44 (0)208 605 3782 / e: [sally@speakersco.co.uk](mailto:sally@speakersco.co.uk) or to learn more about the course go to: <https://www.speakersco.co.uk/workshops/the-power-of-storytelling-in-business>

**Facts tell: Stories sell**

## **Are you a rebel thinker?**

We have been enjoying reading Matthew Syed's latest book – “Rebel Ideas – the power of diverse thinking” - we recommend you read it.

He writes: “It is now recognised that diverse groups of problem-solvers will consistently out-perform groups of the best and the brightest. Collective intelligence requires both ability and diversity.”

You still need the best and brightest problem solvers in their field but importantly ones that have not all been tutored in the same thinking. It doesn't matter how diverse a background – nationality, colour, social class - if the group have all gone for example, to the same university or have received the same training experience, they will all think the same way. They will have the same blinkers and blind spots.

An example of good team problem-solving Syed cited was the FA's technical advisory board which he was invited to join. He expected it to be full of Football Icons and Gurus but it wasn't. It was full of people who had succeeded in their own sports and professions– Cycling, Rugby, Military, Technology - they all understood team work and leadership but the dynamics of their experiences was significant.

He wrote: "The most exhilarating moments occurred when someone suggested something not known to anyone else - when they offered an insight which was in some way unique - in other words when there was rebel thinking.

**As Syed says: "teams should be diverse, but not arbitrarily diverse."**

## **Believing in yourself**

A friend of ours went on a Paul McKenna workshop where the theme was Transformation.

One of the issues was letting go of "self-limiting beliefs".

Typically, some of these were: "I'm not good enough". "Any day now I will be found out". "I really don't like the way I look".

Michael Jackson was mentioned as a famous case of body dysmorphia. His endless search for physical perfection - through plastic surgery - shortened his life.

It reminded us of a TV Producer we knew who used to look into a mirror and say: "My God, you're handsome!" It always boosted his self-belief and it raised his game.

We read recently a research report suggests that narcissists are less likely to suffer from depression than others.

**If you don't believe in yourself, nobody else will**

## **The missionary and the lion**

A missionary was caught by a lion in the jungle. He immediately started to pray for help from God.

He noticed out of the corner of one eye that the lion had put his paws together and appeared to be praying.

The missionary was overcome with relief and felt his life had been spared until he heard what the lion was praying.

"Dear God, for what I am about to receive, may I be truly thankful."

## **Good luck with your presentations, pitches & stories**

*Barry Graham & Sally Clare*

