



DECEMBER 2019

Are you 'pussyfooting around'?

Richard Strauss, the composer said: "Start with a Bang".

Our version for opening presentations is: "Grab your audience's attention" and we mean don't waffle or pussyfoot around but go out on a limb and go for the jugular.

We liked a headline we saw for a problem solving agency LDA: "Every idea starts with a problem".

If in a presentation you start with a problem or relevant issue you will get attention because people will want to know the solution especially if it affects their future.

So use the "Problem – Solution" structure.

It's simple, direct, logical and it can have real power when delivered with conviction and authority.

Go for the jugular

New York! New York!

We were lucky last month - we got to go to New York. We hadn't been in 6 years.

What had changed?

Well what was most noticeable was that New York had got more expensive. Now sterling exchange rate against the dollar doesn't help but overall prices were up – it shocked us but didn't spoil our fun.

What countered this was how nice the New Yorkers were – true!

We were trying to put money on our Metro Card on Times Square and the machines wouldn't work.

A New Yorker male, late 30s called us over and took us through the stiles with his card. That cost him \$5.50 – almost enough for a beer!

He refused to take any money and wished us "a nice day" in the warmest way.

As we wandered around we remembered the story of the origin of the term "Big Apple."

Musicians from the South gave the city this nickname because they were always nervous to play here – a big challenge – so it made their Adam's apple feel larger.

Which again reminded us of the story of a visitor asking a New York policeman: "How he could get to Carnegie Hall"?

The policeman replied: "Keep on practicing."

Talking about policeman, they were everywhere. We had not seen so many in one city for a long time.

As one officer said "There are 40,000 policemen in New York since 9/11. We are here to keep the city safe."

It felt it.

Do you believe in Father Christmas?

The late Shirley Temple (USA child film star) said: "I believed in Father Christmas until my mother took me to see Father Christmas in a Department Store and the Santa asked me for my autograph."

The teacher and the little girl

A little girl was talking to her teacher about whales.

The teacher said it was physically impossible for a whale to swallow a human being because even though it was a very large mammal, its throat was very small.

The little girl stated that Jonah was swallowed by a whale. Irritated, the teacher reiterated that a whale could not swallow a human - it was physically impossible.

The little girl said: "When I get to heaven, I will ask Jonah."

The teacher asked: "What if Jonah went to hell?"

The little girl replied: "Then you can ask him."

Good luck with your stories and presentations & all best wishes for a happy Christmas and a successful 2020.

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