



What's the Story?

JANUARY 2020

2020 Vision

Some years ago in our advertising days, we were looking for an idea for a media company to emphasise their ability to see a market.

We discovered a fact about Raybans sunglasses which led us to our solution.

Raybans had been developed in World War 2 to stop the sun affecting the vision of fighter pilots when it was critical they could see what was in front and behind.

We featured a pilot wearing a pair and told this story and linked it to our "client's skill at helping advertisers see their markets".

To bring the point home we sent out a pair of Raybans to 200 VIPs.

Our client got an effusive letter back from Sir Richard Branson thanking them.

Have you found your 2020 vision for this year?

2020 Portfolio

In 20 years+ in training we've built up a range of workshops to meet clients' needs. In fact, on a recent review we found we had too many. Of course, we could have continued offering them but we felt "Less is more." and certainly when you're asked: "What do you offer?"

So we've produced a new portfolio for 2020 – it's on our website now.

<https://www.speakersco.co.uk/wp-content/uploads/2020/01/Speakers-Corner-2020-Training-Portfolio.pdf>

It offers 2 workshops plus coaching. And it won't surprise you that these are Storytelling for Business, Conference Speaking/Public Speaking and One-to-one Coaching.

These workshops equip our delegates to raise their game and produce presentations/ speeches which engage, inspire and lead to action.

How are you going to raise your game in 2020?

What do you see?

We were in Brixton, London visiting family and had an hour to kill so went to Dulwich Art Gallery to see their current exhibition, Rembrandt's Light.

Rembrandt was a true master of creating light and shadow helping him tell a story in each canvas. And the gallery has done a fantastic job of lighting the exhibition to create maximum impact and atmosphere.

Dulwich Art Gallery is the oldest public art gallery in England opening in 1817. In fact Sir John Soane designed the gallery using an innovative and influential method of illumination knowing it would display Rembrandt.

They have permanently on display one of his most famous paintings: "Girl at a window".

<https://www.dulwichpicturegallery.org.uk/explore-the-collection/151-200/girl-at-a-window/>

Apparently this painting was first displayed looking outwards in a window of Rembrandt's house. Eventually passers-by stopped – when they realised she never moved!

By the way, we are going to Amsterdam to run a Storytelling in Business workshop for a media agency. We now have one of our stories to open with.

Edgar Degas, the 19th century artist is reputed to have said: "Art is not what you see but what you make others see." We think stories can help us do exactly the same thing.

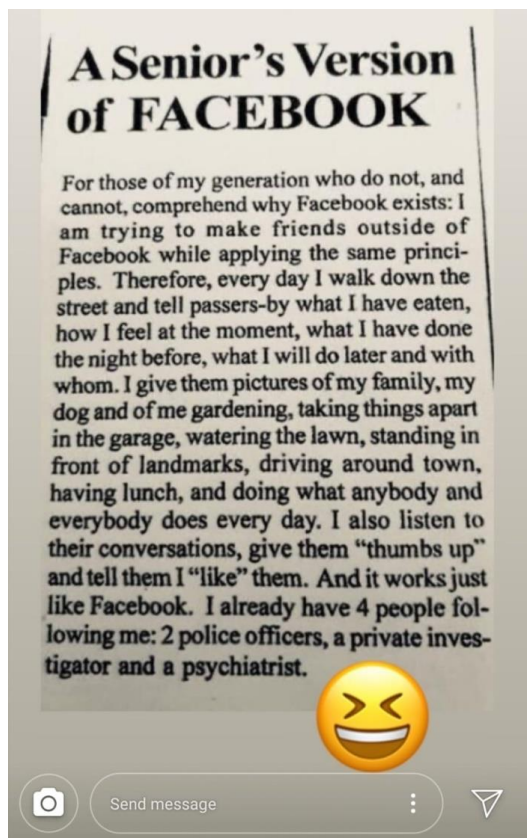
Have you made a 2020 resolution to find stories you can use? You should.

Only Connect

We're sure you've all read and heard numerous reports about 'disconnection' being a real issue today. The thinking is that we have all taken to hiding behind our screens – and in so doing have become emboldened to be more argumentative and critical. Most of us wouldn't say the same things if we were face-to-face with the other person.

So there is a real movement now for people to truly connect by looking at each other – eye to eye – and so make better connections.

We rather enjoyed this message and would like to share it with you.



Good luck with your stories and presentations in 2020.

Barry Graham & Sally Clare

