



MARCH 2020

## Heard any good sayings recently?

Our gym trainer, Jubi came out with a revelatory quip when we asked him about a flatter diaphragm. "Abs are made in the kitchen," he said. That was certainly a piece of advice we've listened to.

Another one came from our Auntie Joyce: "Less said, well said". It sums up the essence of getting your point across succinctly and clearly.

One of our favourites is: "Action conquers fear". If we're worried or nervous about something – we decide what we can do and do it.

You can even chalk a good line on the wall. An Economist Marketing Director told us: "If you don't make the calls, you don't get the business".

**It was a good reminder every morning what we should do to get the business.**

## It pays to be yourself

When training people for pitches, we find many try to be the "kind of person they think the new business client wants". Sadly, they mostly come over as shallow and insincere. The rest, normally in the minority, aim to be themselves, be authentic and to show they have really thought through the best advice they can give a prospect.

Harvard Business Review published research last month, that showed you are 3 times more likely to be picked when you are being yourself than when you are playing some role to please the prospect.

Why?

When we try hard to hide what we think and who we really are, from the person we are trying to impress, it heightens our anxiety and makes us both feel and come across as phony. All this hurts our performance in the meeting.

So if you want to make more winning pitches, follow the HBR advice. **"Be who you are"**.

## Lady in Waiting

We went to see Lady Anne Glenconner at the Richmond Theatre talk about her life and new book: "Lady in Waiting". She was interviewed by Helena Bonham Carter who played Princess Margaret in "The Crown".

Anne has had quite an illustrious life: Maid of Honour at the Queen's Coronation, Lady in Waiting to Princess Margaret and was married to the owner of the island of Mustique.

But to counter that, she has had a number of tragedies. Two of her sons died in adulthood. A third she

had to nurse for 5 years after he had a horrific road accident. And her husband left his Mustique estate to a servant.

The theatre was packed to hear her stories. She told them well without any self-pity. The reason she had written the book was because she needed an income she told us.

She was asked by an audience member how she got through the tragedies. Her answer: “My mother always told us that we should face things head on and believe we can get through them”.

Her book is now a Best Seller – 200,000 sold in UK and she’s off on a tour of the US soon.

But she was comfortable sharing her vulnerability with the audience. She was a true inspiration.

As she said: **“I’m no snowflake”**.

## **Making it Personal**

Bong Joon-Ho the Director of The Parasite which won Best Film and Best Director at the 2020 Oscars in his acceptance speech said:

“When I was young and studying cinema, there was a saying of Martin Scorsese which I carved deep into my heart. ‘What is the most personal is the most creative’.” He invited the audience to stand up and honour Scorsese.

**Can you turn any of your stories into winners?**

## **Tim Bell knew how to tell a story**

Tim Bell’s memorial service was held last week at St Paul’s Knightsbridge. Michael Grade gave one of the addresses at the service.

He recalled how Tim pitched for work from the prime minister of Malaysia. Before their meeting began, Tim stared out of the PM’s office window and said: “This is a place of love for me. Over in those hills there, is where I went on honeymoon. And I fell in love with Malaysia.” He won the account.

A month later he pitched to the Government of Jamaica. Gazing out towards the Blue Mountains from the prime minister’s office, Tim began: “This is a place of love for me. Over in those hills there, is where I went on honeymoon. And I fell in love.....

**Good luck with your stories, pitches and presentations in 2020**  
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*Barry Graham & Sally Clare*

