



What's the Story?

JULY 2020

15 minutes of storytelling could boost productivity by 23%

A Harvard report this week published in Forbes was music to our ears. Over a period of 10 days, a group of employees were asked to spend 15 minutes reflecting on what they had learnt that day. And at the end of the 10 days, it was judged that productivity had risen by 23%.

We can encourage a culture of reflection when we ask co-workers for stories. Storytelling is about bonding with other people. It's about finding what we have in common. Stories about overcoming obstacles work best.

Whether we continue to work from home or return to the office, having a 15 minute group storytelling session looks a winner to build team morale, to bond and build productivity.

If you need help in setting one up, please contact us at info@speakersco.co.uk.

Zoom - looks matter – but you need to have a story to tell.

We've done a number of complimentary storytelling zoom sessions during the lockdown.

We've noticed over the weeks that everyone has become more relaxed, positioning themselves well in the zoom space and smiling too.

We've heard stories which have engaged and stimulated us. The delegate who spent over £300 on hire bikes - then decided to buy her own bike. (She was lucky she found one.) Another delegate told us that in the very early days of lockdown, he had tripped and fallen when out running. No one offered any help or support - they were too scared to get near him – so he walked home dripping blood.

Over the years, we've trained thousands of delegates - we can't remember much of what they said apart from their stories - stories that bring back great memories of the day we spent with them.

Stories help make memories

How Klopp persuaded Liverpool he would be their perfect match.

In 2015 Jurgen Klopp went to New York to meet Liverpool FC's owners, the Fenway Sports Group.

The interview lasted 6 hours. Klopp outlined how he saw the team - their strengths and weaknesses – what needed to be done to win the Premiership.

He talked about the huge assets of Liverpool – their traditions, their fans, the Kop, their anthem “You’ll never walk alone” and the emotional charge this gives the team.

He talked about ensuring that he and the team would have the strongest relationships with the fans. He said they would all give 100% - never less.

He has now achieved all the goals he set out –Premier League (first in 30 years) European Champions, UEFA Super Cup and World Club Cup holders.

Not surprisingly Fenway now believe (if they ever had any doubts) he’s the best manager in the world and have extended his contract until 2024.

What’s your vision for your team?

A chance to start anew

“Every year on your birthday you get a chance to start anew.”

It’s an old quote but it resonated in our current situation because whatever you haven’t achieved so far this year doesn’t matter, it’s gone.

All that matters is what’s ahead and what you believe you can achieve.

We’ve watched with some sadness our local Kew shops either being totally closed or partially open.

After 14 weeks of lockdown many are covered in grime with rubbish in the doorways.

But some made changes, re-decorated, offering new products. (Why waste time thinking about the past, when you can plan the future?)

These changes are making us all feel excited for their re-openings and the new buzz they bring to the community.

What are you doing to start anew?

Big Cheeks.

A grandson of slaves, a boy was born in a poor neighbourhood of New Orleans known as the "Back of Town" in 1901. His father abandoned the family when the child was an infant. His mother became a prostitute and the boy and his sister had to live with their grandmother.

Early in life he proved to have a gift for music and with three other kids he sang in the streets of New Orleans. A Jewish family, Karnofsky, had pity for the 7-year-old boy and brought him into their home to live and to work.

They were a hard working family and every day he would go out on a horse and cart to buy any old junk from local families. One of the older boys of the family helped him buy a cornet (\$5) so he could blow it to attract attention. He would play tunes on it to keep a crowd listening.

In memory of this family and until the end of his life, he wore a Star of David and said that in this family, he had learned "how to live real life and determination." You might recognise his name. This little boy was called Louis "Satchmo" Armstrong. He was one of the most famous jazz stars of the 20th century, film actor and singer.

Louis Armstrong proudly spoke Yiddish! And Satchmo is Yiddish for Big Cheeks - which he had when he was blowing his trumpet.

Good luck, stay safe, stay well.

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