



SPEAKERS' CORNER NEWSLETTER



July 2008

“Respect.”

Whether you're a tennis fan or not, you would almost certainly have read about the mammoth men's final at Wimbledon at the start of the month between Roger Federer and Rafael Nadal– a match being claimed as one of the best ever played.

We saw two highly talented players, demonstrating that whatever the prize at stake, they could remain dignified and professional to the very end. Their behaviour both on and off the court was exemplary and they were gracious in success and defeat. What they exhibited was a deep respect – for the occasion, for the millions of people watching near and far and most importantly for each other.

To be the tennis world's number 1 and 2 they obviously have the talent. They must also give 100% commitment all the time, even when things aren't going their way.

On top of this, they need to be good communicators. Both players spoke to the media after matches, whatever the time of day and delivered first class interviews. They showed humility and gave of themselves and won over the viewers.

They earned and deserved our respect.

World leaders and stars could learn a lot from these two young men – as could we.

Barry Graham and Sally Clare

“If you can meet with triumph and disaster and treat those two impostors just the same.” Rudyard Kipling - inscription above players entrance at Wimbledon

**“Respect for ourselves guides our morals; respect for others guides our manners.”
Laurence Sterne**

“The 10:20:30:40 rule”

We've been telling delegates for years to speak for no longer than 20 minutes and to have no more than 10 slides.

Well business guru, Guy Kawasaki has come out with a more expanded version – the 10:20:30:40 rule. So if you have an hour's meeting:-

Use no more than **10** slides.
Speak for no more than **20** minutes.
On slides use a minimum of **30** point type.
The rest of the hour – a full **40** minutes – should be spent in dialogue.

If we expect people to listen and respond, we must give them the time to do so and while we're around to defend our ideas.

Apply this formula to all your meetings – even if you've been given just 5 minutes.

“Success is doing ordinary things extraordinarily well” Jim Rohn

“Formula One wheel change”

If you have ever wondered how a Formula One pit team manage to change a set of wheels in 2.4 seconds it is all to do with practice.

They practise wheel changes around 6,000 times a year – that's 25 times on an average working day.

Doing it that often you only get better.

“Change is not merely necessary to life – IT IS LIFE.” Alvin Toffler

“The Perfect Voice”

Researchers say they have worked out a mathematical formula to find the perfect human voice.

The study commissioned by Post Office Telecoms asked people to rate 50 voices and then analysed the results.

They concluded the ideal voice should utter no more than 164 words per minute, pausing for 0.48 seconds between sentences. Intonation should fall rather than rise through a sentence.

A lower tone of voice gives a person more positive characteristic associations such as confidence and trust. Men found presenter Mariella Frostrup’s voice “mesmerising” because it was deep, slow and confident. Actor Jeremy Irons came very close to the ideal voice model because his “deep gravelly tones” inspired trust in listeners.

However, the formula showed that BBC’s Jonathan Ross spoke too quickly, with very short pauses between sentences. His rising intonation was usually linked with someone weak or insecure.

So our voices should be deeper, richer and slower – and don’t forget the 0.48 seconds between sentences.

Now read this aloud in about a minute!

**“Vision without action is a daydream. Action without vision is a nightmare”
Japanese proverb**

“ ‘Dropping Out’ doesn’t always mean failing.”

Bill Gates has just stepped down from running Microsoft – the company he founded 33 years ago.

People are always surprised that he dropped out of university but as he says: “If I had waited until I finished university it would have been too late because somebody else would have started the ‘personal computer industry’.”

He’s obviously good at timing. He now heads the Gates Charity Foundation and has over \$50 billion to give away to the world’s needy. In the present economic climate his timing seems perfect.

“Never run out of goals.” Earl Nightingale

“The 5 minute challenge”

Barry had a client once who insisted that all presentations only took 5 minutes. On one occasion, Barry over-ran to find the client telling him to come back later. The client was pedantic but he knew that every subject could be covered in 5 minutes if you focused your argument and didn’t waffle.

We’ve developed and shortened that challenge in our ‘Maximising Business Presentations’ workshops to 3 minutes because that’s often how long you have to pitch your presentation to a senior executive. What you need is:

1. One key idea.
2. No more than 3 supporting points.
3. The answers to these questions:
 - i. How will this change their lives?
 - ii. Why should they care?
 - iii. How can they apply it?
 - iv. What are the next steps?

You can put this together in around 30 minutes – what a time saver.

“Challenges are what makes life interesting; overcoming them is what makes life meaningful.” Joshua J Marine

“You guys” “You lot”

Over the years we’ve heard many speakers say “you guys” in an opening statement almost we felt to establish some ‘street cred’ or ‘familiarity’ with their audience. It never works because it sounds artificial and not respectful.

We heard a variation of this recently at a school prize giving ceremony when the guest of honour, a leading educationalist, stood up to give, we assumed, a short

inspirational address to the school. We were all surprised when he referred to the prize winners as “you lot”. When he did it a second time, we knew he had lost his audience. He may have thought it was a cool colloquial expression to use but it came across as patronising.

Fortunately, the occasion was saved by the school captain - an 18 year old with warmth in his heart and a few relevant and funny stories got the loudest applause of the day – and there were no “you guys” or “you lot” to be heard!

Experience doesn't mean anything unless you care for your audience.

“The deepest human need is the need to be appreciated” William James

A story

“The power of focus.”

Bill was fed up with squirrels pinching the birdseed from his garden so he went and bought a ‘squirrel proof birdfeeder’. But by sunset the squirrels were again swinging off the birdfeeder and so he went back to the shop and angrily demanded a refund

“Calm down” the shopkeeper said, “I could have told you that there is no such thing as a permanent squirrel proof birdfeeder.”

“Why not?” Bill persisted.

“Let me ask you a question” said the shopkeeper. “How much time each day do you spend trying to stop the squirrels?”

Bill thought for a moment and said:”15-20 minutes.”

“Well,” said the shopkeeper, “squirrels spend 98% of their waking hours looking for food. In fact they're unique in the animal kingdom as they would rather eat than procreate.”

Moral of the story? Determination and focus beat brains and intellect every time!.

“Your attitude in life will determine your altitude” Anon

“Pass it on”

You may have seen Nelson Mandela on TV at his 90th birthday concert in Hyde Park. Initially, he looked tired and frail when he came on to speak.

However, like all great leaders he had the power to transform himself in front of his audience. When he smiled, he lit up the place and wiped 30 years off his age. When he spoke his voice had great power and authority.

It's claimed: “Your voice is the loudspeaker of your soul” and we felt his every word.

It may well be the last time he speaks in public and as he said now passes on to us “the challenge of creating freedom for all in the world.”

We might be facing economic downturn and worrying about what impact it will have on us personally, but our freedom is not at stake.

It's worth thinking about – pass it on!

Good luck!

Barry Graham and Sally Clare

We're working at the IPA and IAA in the next few weeks.

**IPA Friday Morning Workshop
July 18th – Conference Speaking**

**IAA – PAC Seminar
Merton College, Oxford
August 7th – Presentation Skills**

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Speakers' Corner - Summary of principal workshops and coaching on offer



1. Maximising Business Presentations – 1 day workshop

This programme shows the delegates the difference between 'simply having the confidence to stand up and talk' and 'communicating to convince and influence'.

2. Advanced Presentation Skills – 1 day workshop

This programme shows the delegates that as with any skill, it's good to have some presentation skills coaching from time to time so you're always at your best.

3. Conference Speaking – 1 day workshop

This programme asks the delegates: "Don't think what you have to do for the conference but rather what the conference can for you?"

4. Selling Creative Work / Your Ideas – 1 day workshop

This programme shows the delegates how to help others 'to see and believe in' their ideas.

5. Writing presentations – 1/2 day workshop

This programme shows the delegates how to write a presentation message that's worth hearing and what's involved in producing a document that's worth reading.

6. Helping Business Win Business

We put the kind of thinking and creativity into your presentations that you put into developing your business.

7. One to one training

We work on specific needs, eg on a major industry presentation, helping to build greater self belief and much more.

8. Consultancy

We work with a group of managers acting as facilitators and trainers to help them resolve issues – such as an agreed new business approach, best practice for working with clients, best face to put forward to the wider business audience or the media and much more.