



# SPEAKERS' CORNER NEWSLETTER



**October 2012**

## **Are you pushing your right buttons?**

We take an interest in political speeches – many might say an unnatural one! But we like to watch politicians from home and abroad deliver their ‘key speech to the party or nation’.

What strikes us is that frequently the more comfortable someone becomes in the position they hold, the less effort they seem to put into a speech ...until things aren't going their way – then the effort button gets switched on.

The problem is, are they still as convincing as they were when they were trying to establish themselves? Have they become over polished and less credible? Are they really sincere?

We think it's a lesson worth remembering – it doesn't matter how many times you face an audience, treat it as the first every time. Show you've thought about their needs, are pleased to be with them and you genuinely want to be of help and support. Don't just push your effort button without pushing your caring button. Speak from your heart – show it matters to you.

## **Barry Graham and Sally Clare**

**“There is in the act of preparing, the moment you start caring” Winston Churchill**

## **A city where stories are part of life**

We always enjoy training in Beirut. It's a city which is multi-cultural, historic, colourful and lively. Our training groups come from all over the region – Beirut, Cairo, Casablanca, Amman – so we find out what is really happening in the region and generally there's optimism and a “get up and go” spirit.

Residents have learned to cope with hostilities, hardships and to be flexible and tolerant. Many have

travelled far and wide to seek work and opportunities. Some have returned to their roots, others are experiencing their homeland for the first time and many are working away from their families.

We're always interested in reading about what's happening in the ME but it's only when we hear the personal stories of our delegates that we begin to understand what makes it tick. When we were there in September our visit coincided with that of Pope Benedict. There was high security but at the same time a feeling of celebration - another example of the extraordinary spirit of the region and a great source of lessons to learn and stories to tell for us.

**“There are just three essentials to a good story: humanity, a point and the storyteller” J.Frank Dobie**

## **“One Key Slide” Presentations**

We worked with a delegate recently who approached all presentations for one client on the basis of dual requirements. The first was a standard powerpoint presentation for the main client team. The second presentation was just a single slide which he prepared for the marketing director who might well be talking to the board on this subject.

It seemed to us an ideal way to meet the two different needs. Management boards want one slide executive summaries while the marketing team need a lot more detail.

How do you come up with this one slide? Ask yourself the question “If I can only have one slide to sum up this presentation what should it be?”

If you find this difficult follow our golden rules of presentations – PAC – purpose, audience and core message - you'll find the task a lot easier. Aim to craft a core message of 500 words, written against a precise and single minded purpose and tuned to the needs of the audience. If you can deliver this then you'll find writing the “one key slide” a doddle!

**“Powerpoint slides should be lean and full of meaning” Tom Peters**

## “Who I am” Stories

Pete Townshend, of The Who fame, has just published his ‘Who I am’ biography. We’re not loyal fans but we’re old enough to remember many of his antics and love some of the music he wrote. However we were drawn to his book because of its title as we’re frequently asked to help clients to write their “Who I am” stories.

What is interesting about reading any biography is that on the assumption you have only a superficial prior knowledge of them, whether you end up respecting or loathing them, you feel you’ve got to ‘know them’.

What we have discovered working with our clients is that often they’ve forgotten ‘who they are’ and are lost for stories. Your ‘who I am’ story is made up of many experiences and events. To gain a competitive edge it’s important to work out your “who I am” stories and how your team’s stories fit together to make the company “Who I am” story come alive.

If you’d like help in doing this we run “The Power of Storytelling” workshops. To find out more please call us on 0044 [0]208 605 3782 or visit [speakersco.co.uk](http://speakersco.co.uk) or email us: [info@speakersco.co.uk](mailto:info@speakersco.co.uk).

**“There is no such thing as a self-made man. You will reach your goals only with the help of others.”**  
George Shinn

## New book: “Lessons from the Top”

Gavin Essler the TV Broadcaster has written a new book called “Lessons from the Top”. It’s all about how successful leaders tell stories to get ahead – and stay there. There are some great insights from Essler’s career in interviewing the top political and business leaders world-wide. We enjoyed it and two ideas stick out.

1. Every leader tells a leadership story in 3 parts: “Who am I?” “Who we are?” and “What is our common purpose?” You must learn to answer the “Who am I?” question adequately or the others do not matter.

2. The “**STAR**” moment an acronym for “**S**omething **T**hey **A**lways **R**emember”. For example, think of Bill Gates opening a jar full of mosquitoes while talking about malaria to a room full of potential donors.  
**Published by Profile Books. ISBN 978-184668-499-9.**

**“If you wish to persuade me you must speak my words, think my thoughts, feel my feelings”** Cicero

## Why listening pays

We did a lot of flying last month and found ourselves the recipients of some good and some very poor in-flight service. It reminded us of a true story of an American airline which advertised for stewardesses. The assembled aspiring attendants were each asked to come to the front to deliver an announcement and treat the group as though they were her passengers. They were told they would be filmed and played back. What they didn’t know was that they would also be filmed by a hidden camera from the front to see who listened and was attentive. On reviewing the films, the airline chose those girls who could both talk and listen. A stewardess’ job requires a lot more listening and attention than talking. A good lesson for us all in meetings.

**“When everything seems to be going against you, remember the airplane takes off against the wind, not with it.”** Henry Ford

## “The Tickle Me Elmo” story

This allegedly took place in a factory in the USA which manufactured the 'Tickle Me Elmo' toys, (a children's plush cuddly toy which laughs when tickled under the arm). The legend has it that a new employee was hired at the factory and reported for her first day's induction training, prior to being allocated a job on the production line. At 08:45 the next day the personnel manager received a visit from an excited assembly line foreman who was not best pleased about the performance of the new recruit.

The foreman explained that the new recruit was far too slow, and was causing the entire line to back-up. The personnel manager asked to see what was happening, so both men proceeded to the factory floor. On arrival they saw that there were hundreds of Tickle Me Elmos strewn all over the factory floor. Virtually buried in a mountain of toys sat the new employee earnestly focused on her work.

She had a roll of red plush fabric and a bag of marbles. The two men watched amazed as she cut a little piece of fabric, wrapped it around a pair of marbles and carefully began sewing the little package between Elmo's legs. The personnel manager began to laugh and approached the trainee. "I'm sorry," he said to her, not able to disguise his amusement, "But I think you misunderstood the instructions I gave you yesterday.... Your job is to give Elmo two test tickles."

**“A goal is a dream with a deadline.”** Napoleon Hill

# Summary of Training & Coaching 2012

## The Power of Storytelling

### Who will benefit?

The art of storytelling is an important weapon in anyone's communication arsenal so any managers who have made a number of presentations and are competent at delivering.

### Workshop outcomes:

- To understand the different ways to use stories in business presentations.
- A step guide to crafting stories.
- To develop the confidence to use stories to make more impact.
- To release imaginations to communicate more creatively.
- To observe themselves in action as a storyteller and receive feedback.

## Maximising Business Presentations

### Who will benefit?

Anyone who is making or going to be making business presentations.

### Workshop outcomes:

- What makes a good presentation and how this impacts on their ability to close business.
- How to write a focused message that meets their audience's needs and showcases their talent.
- Confidence to bring their message alive by delivering a memorable presentation story.
- A framework for creating slides which support the presenter, not smother them.
- Personal insights of how to develop their presentation style to make stronger connections with feedback.

## Advanced Business Presentations

### Who will benefit?

For managers who make regular presentations to clients and would like to review their current methods and improve their effectiveness.

### Workshop outcomes:

- A new approach to writing a memorable presentation.
- Ways to make stronger connections with audiences.
- Developing greater personal confidence to step outside the norm.
- Seeing themselves in action and getting extensive feedback.
- Understanding of their personal responsibility to improve the standard.

## Conference Speaking

### Who will benefit?

Anyone who is already or will be delivering conference speeches.

### Workshop outcomes:

- A desire to 'deliver' for their conference provider, their audience, their company and themselves.
- A new approach to writing a memorable speech/presentation.
- An understanding of what they need to do to improve their performance and memorability.
- Seeing themselves in action and getting extensive feedback.

## Selling Creative Ideas

### Who will Benefit?

Anyone who has to sell ideas – whether the original creator or account management. Typically, a prospective delegate may lack confidence or feel unable to put together a logical argument or find it difficult to bring an idea alive. They may have only just started in the business or have years of experience.

### Workshop outcomes:

- A better understanding of the 'client's viewpoint.'
- What is the most 'persuasive case for buying'.
- The skills to sell the logic behind the idea.
- The confidence to bring an 'idea alive', helping the client get into the right 'mind frame' for creativity and the right 'visual frame' to understand.
- A step-by-step plan of action for selling their ideas.

## One-to-one Coaching

### The areas we cover include:

1. Preparing for a major industry or company conference – speech writing and delivery.
2. Working on a particular aspect of delivery - voice, presence, body language, emotional connection
3. Building greater self-belief and confidence in front of an audience
4. Building greater connection and engagement through message and delivery.
5. Working on speaking fears/ being unable to rise to the presentation opportunity.
6. Working on assertiveness /building greater credibility /developing greater personal presence.
7. Helping prepare for MC'ing a major event.

## Speakers' Corner

Helping people deliver their best stories

28 Gloucester Road Richmond Surrey TW9 3BU UK  
w: [speakersco.co.uk](http://speakersco.co.uk) t: 00 44 (0)208 605 3782  
e: [barry@speakersco.co.uk](mailto:barry@speakersco.co.uk) m: 07973 313187  
e: [sally@speakersco.co.uk](mailto:sally@speakersco.co.uk) m: 07976 919037