



Talk ain't cheap

A quick guide to speaking corporate

Richard Brooks

2nd December 2022

Manchester, England

Hello Manchester



Download this slidedeck (and others like it):
<https://richard-brooks.com/downloads>

Loc Industry Superstar

Former Elia director,

former ALC board member and industry presenter/trainer.

MBA

Majoring in Economics and Marketing.

K International Ltd UK Based LSP

My own career...

Admin > Creative > Manager -
MBA > CEO > buyout > Investor
> exited

(talk to me if you're stuck)

Advisor

Institute of Sales Professionals. APPG member. SME sales training development.

Mentor

Assisting the Impact Central startup project with mentorships of new businesses.

Currently Injured

Still functioning with only 9 ½ fingers.

an introduction to

Richard Brooks

Business Consultant

Sales team training, C Level Coach, key account management, strategy development, family business bun fight referee.

Visiting Fellow

Cranfield School of Management Centre for Strategic Marketing and Sales



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A good conversation is better than a lecture.



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Wanna sort your business out? I'm here to help...

The importance of communication

A key skill to learn. Hundreds of definitions...

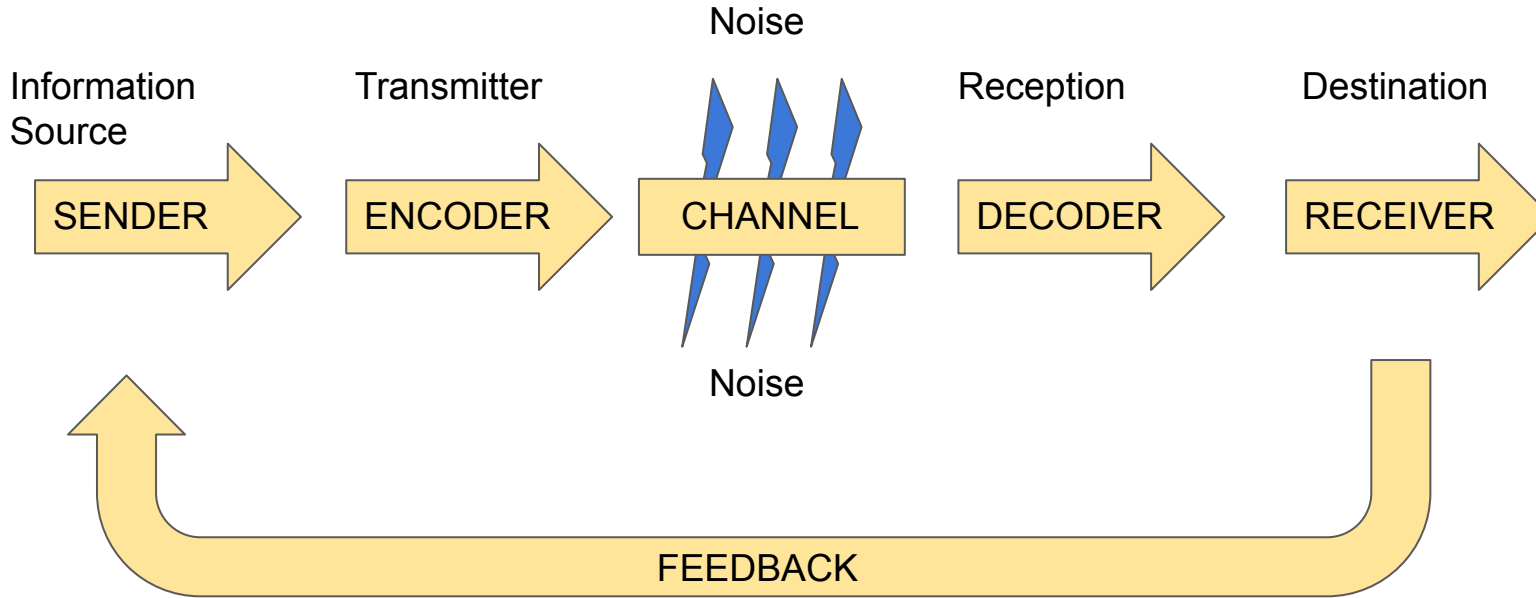
In our daily life, communication helps us build relationships by allowing us to share our experiences, and needs, and helps us connect to others. It's the essence of life, allowing us to express feelings, pass on information and share thoughts. We all need to communicate.



But this is the one really...

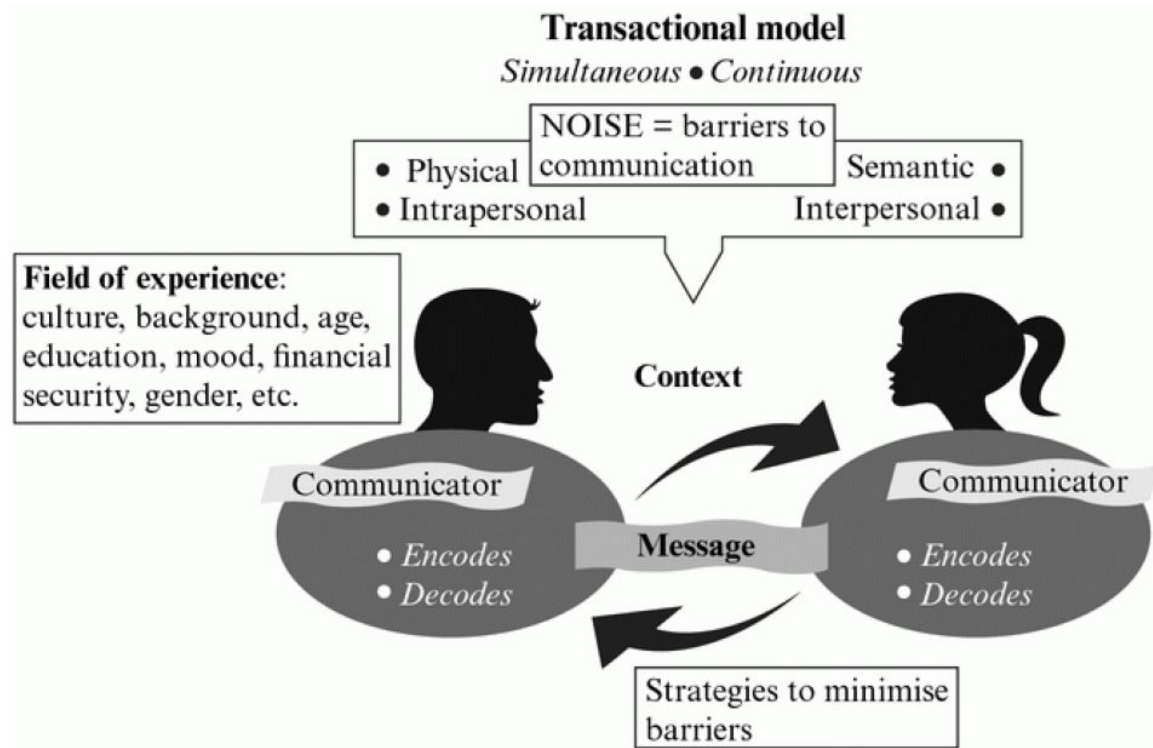
You need to be able to communicate the value you create to your boss/team/client.

Shannon and Weaver



Adapted from: Shannon, C. E. and Weaver, W., 1949. The Mathematical Theory of Communication, Urbana: University of Illinois Press.

Paul Watzlawick, Dean Barnlund's Model



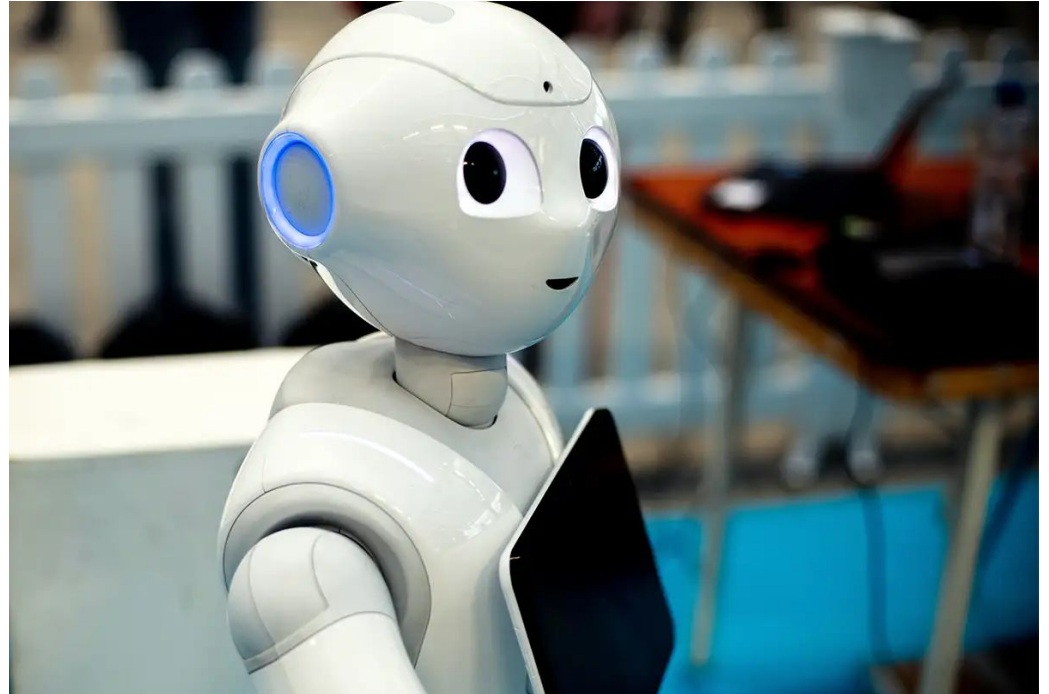
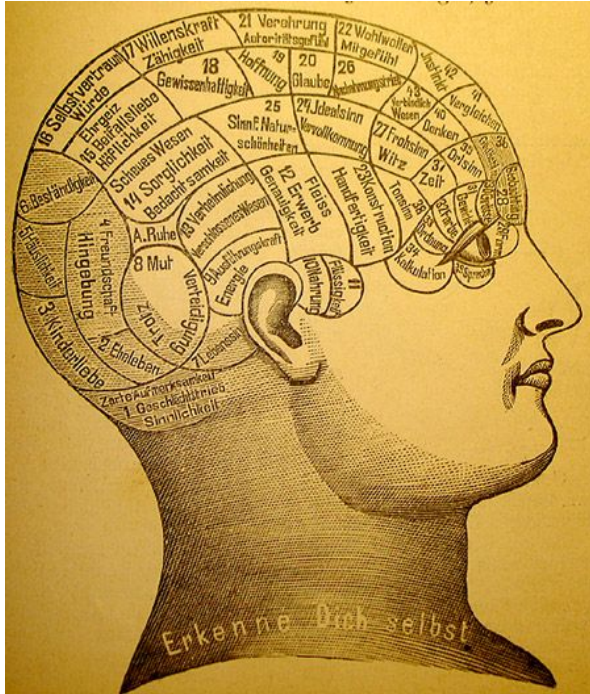
Much more complex... and closer to reality.

Everything we do is communication.

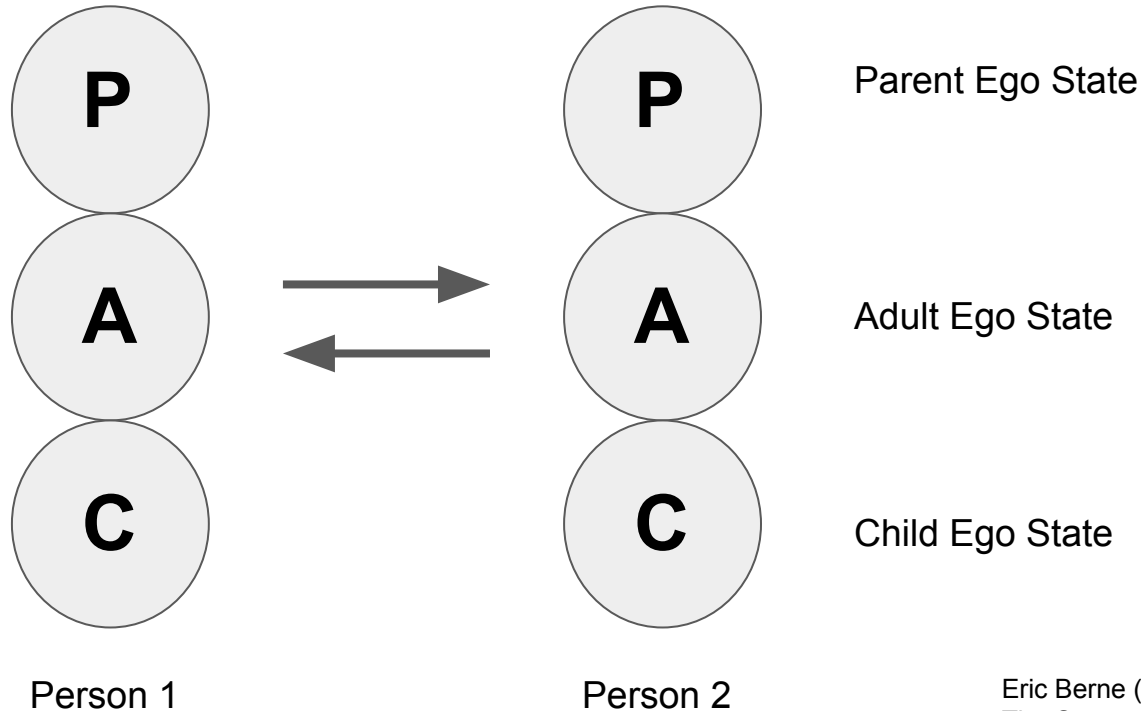
What's being said isn't always what's being heard.

We cannot not communicate.

Human being with minds inside



Transactional Analysis



Eric Berne (1910 – 1970)
The Structure and Dynamics of Organizations and Groups
Games People Play

Johari Window

	Known to self	Unknown to self
Known to others	Open Area (make this box as large as possible as quickly as possible)	Blind spot (others may interpret you differently than you expect.)
Unknown to others	Hidden Area (things which you hide from the group)	Unknown Area (Information unaware to you and the group)

Used to improve self-awareness and personal development among individuals when they are in a group.

Through feedback (asking for and giving) we grow the Open Area.

A high performing team has a large Open Area.

The sheep get fleeced

I know you hate politics... but not playing the game is playing the game.

It is possible to be politically aware AND act with integrity.

Fox
Clever



Politically Aware

Owl
Wise



Psychological
game-playing

Acting with integrity

Donkey
Inept



Politically Unaware

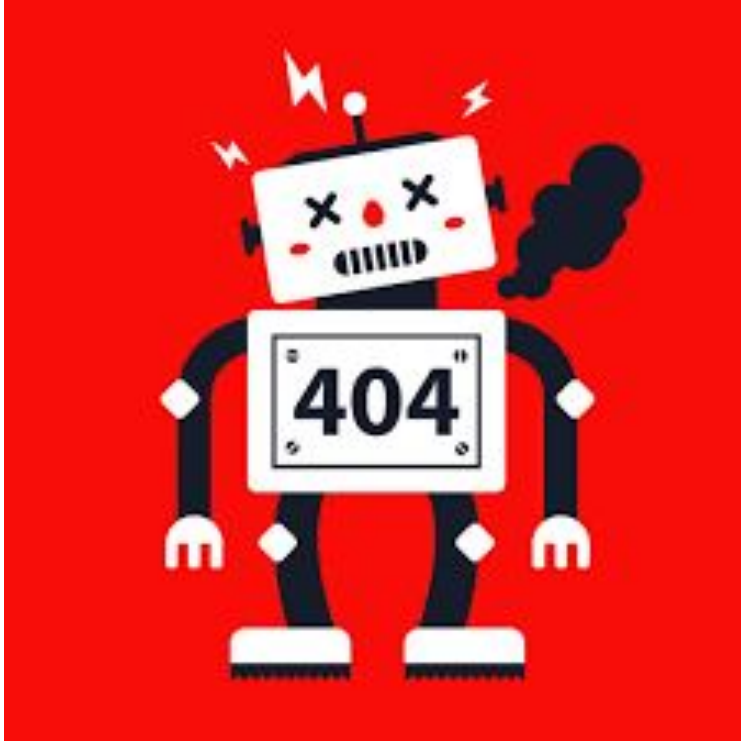
Sheep
Innocent



Rich's top tips for presenting

TL;DR ... just do it

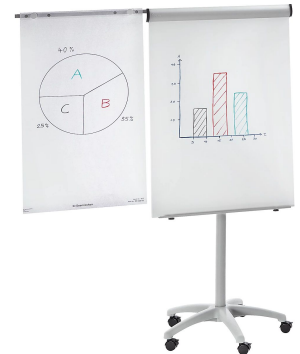
Don't rely on Technology



“This is a powerpoint free zone”

Tech sometimes fails... best to not rely on it (have a plan b).

Some of the most memorable presentations I've seen haven't been on powerpoint.



Get there early



Half the time the projector doesn't work with your laptop. Or windows needs updating... or whatever..

Get there early, get calm, get to know the room.

Sometimes I sit in the audience and get through my slides to make sure they're readable.

Don't use fancy fonts



Keep it simple... you might have to present on someone else's machine, you might want to send someone the slides. It might be a different operating system.

Most important thing is that it's easy to read.

No drink or drugs



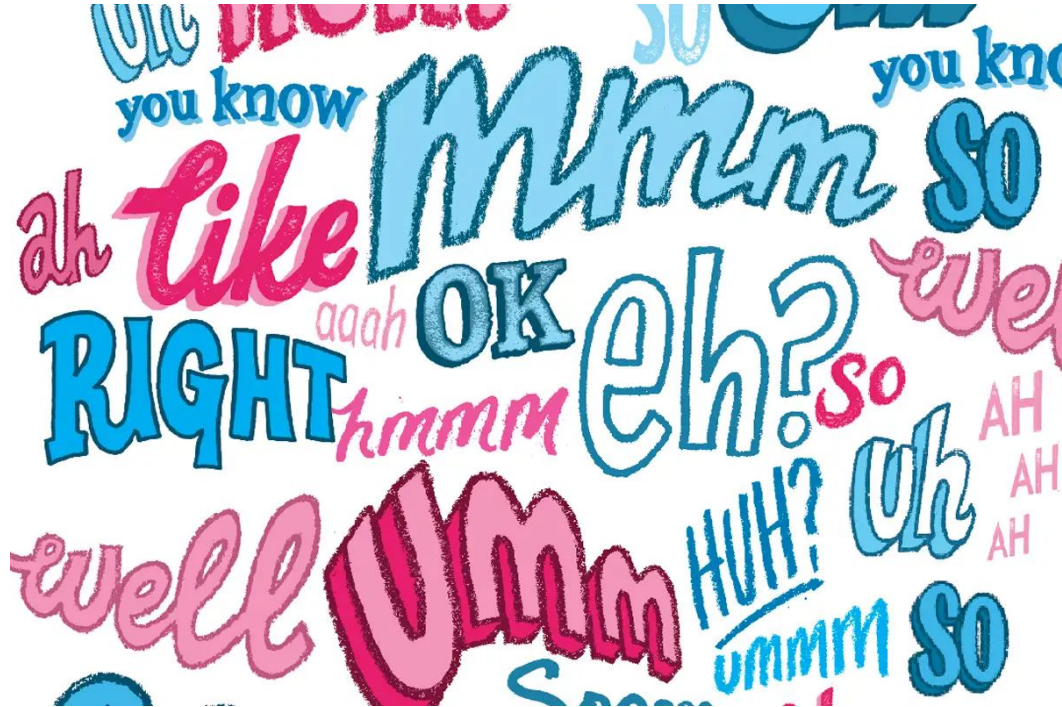
Joel Goodman. New Year's Eve on Well Street in Manchester, UK, 31 December 2015

It's not a good idea to calm the nerves with anything. Would even avoid caffeine.

Your body will be full of adrenaline.



Ums... Erm... ahh...



Get feedback... ask your friends to tell you.

Get comfortable with the pause.

Practice

**CRINGE
LEVEL
100**

Film yourself practicing your presentation...
watch previous recordings of your
presentations.

When filming sort the sound (buy a good mic)
and lighting (more important than the
visuals)... most cell phones have amazing 4k
cameras.

Risk free environments



Find a place where you can practice making slides and delivering content to an audience.

Business schools, associations, charity, volunteer.

Feel the fear and do it anyway.

Body language

IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



LEARN TO **READ** AND **INFLUENCE** PEOPLE THROUGH
NONVERBAL COMMUNICATION.

Work with your interpreter



Hervé Renard (Saudi Arabia Coach) Half Time Speech vs Argentina
(Saudi score 2 in the 2nd half to win the match 2-1)

<https://www.youtube.com/watch?v=Uafd2UJnJLc>

Chemistry. Get to know your interpreter beforehand.

Share the slides.

Leave gaps.

Transcribe in advance as much as you can.

Avoid idioms and metaphors.

Mind your language



...then at least speak "English" English.

Austin Powers in Goldmember

<https://www.youtube.com/watch?v=hWUaT5ovZ50>

Don't use slang, idioms

Curse words don't go down well.
Unless it's after dinner.

Use an intro slide so the
audience can get used to your
accent.

Speak slowly.

Taking Questions



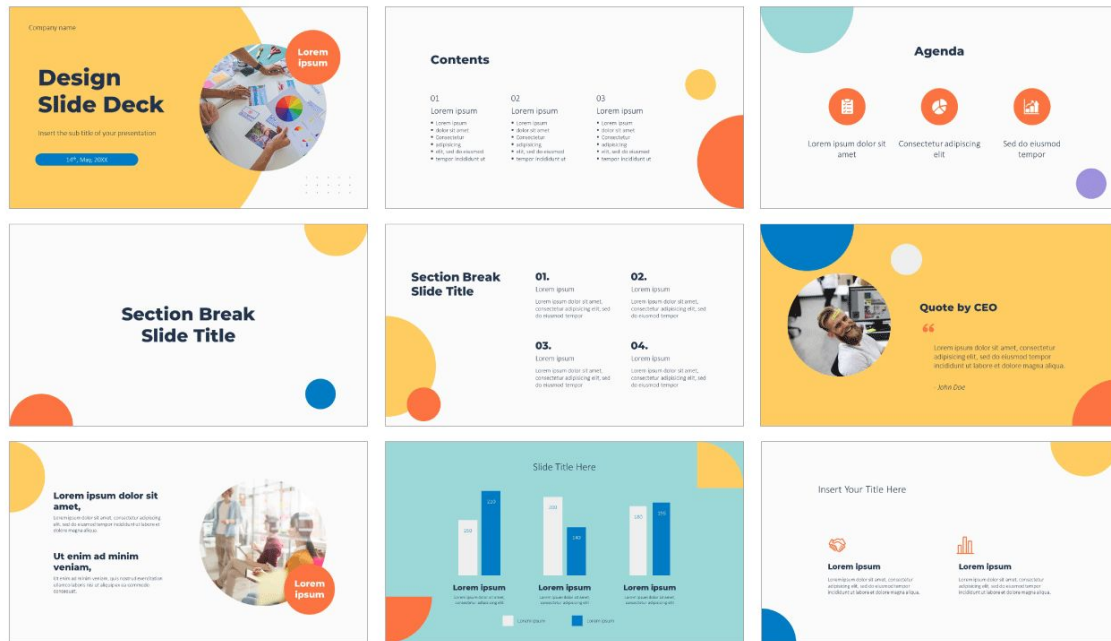
Margaret Thatcher UK Prime Minister 1979 to 1990

That's a great question and I think the one you wanted to ask was...

Politicians use the pivot technique.

If get asked a question you don't know the answer to, ask the audience. "That's a great question, does anyone here have an example of how that's been implemented in their company?"

Structure



Tell them what you're going to tell them.

Tell them.

Tell them what you told them.

(and cite all of your models/frameworks)

Social Media

Social Media Explained



I'm eating a #donut.



I like donuts.



This is where I eat donuts.



Here's a vintage photo of my donut.



Watch me eat a donut.



My skills include donut eating.



Here's a donut recipe.



I'm a Google employee who eats donuts.

Your content will be shared anyway... make it social media friendly.

Don't be text heavy

"Well, Prince, so Genoa and Lucca are now just family estates of the Buonapartes. But I warn you, if you don't tell me that this means war, if you still try to defend the infamies and horrors perpetrated by that Antichrist—I really believe he is Antichrist—I will have nothing more to do with you and you are no longer my friend, no longer my 'faithful slave,' as you call yourself! But how do you do? I see I have frightened you—sit down and tell me all the news."

It was in July, 1805, and the speaker was the well-known Anna Pávlovna Schérer, maid of honor and favorite of the Empress Márya Fédorovna. With these words she greeted Prince Vasili Kurágin, a man of high rank and importance, who was the first to arrive at her reception. Anna Pávlovna had had a cough for some days. She was, as she said, suffering from la grippe; grippe being then a new word in St. Petersburg, used only by the elite.

All her invitations without exception, written in French, and delivered by a scarlet-liveried footman that morning, ran as follows:

"If you have nothing better to do, Count (or Prince), and if the prospect of spending an evening with a poor invalid is not too terrible, I shall be very charmed to see you tonight between 7 and 10—Annette Schérer."

"Heavens! what a virulent attack!" replied the prince, not in the least disconcerted by this reception. He had just entered, wearing an embroidered court uniform, knee breeches, and shoes, and had stars on his breast and a serene expression on his flat face. He spoke in that refined French in which our grandfathers not only spoke but thought, and with the gentle, patronizing intonation natural to a man of importance who had grown old in society and at court. He went up to Anna Pávlovna, kissed her hand, presenting to her his bald, scented, and shining head, and complacently seated himself on the sofa.

"First of all, dear friend, tell me how you are. Set your friend's mind at rest," said he without altering his tone, beneath the politeness and affected sympathy of which indifference and even irony could be discerned.

"Can one be well while suffering morally? Can one be calm in times like these if one has any feeling?" said Anna Pávlovna. "You are staying the whole evening, I hope?"

"And the fete at the English ambassador's? Today is Wednesday. I must put in an appearance there," said the prince. "My daughter is coming for me to take me there."

"I thought today's fete had been canceled. I confess all these festivities and fireworks are becoming wearisome."

"If they had known that you wished it, the entertainment would have been put off," said the prince, who, like a wound-up clock, by force of habit said things he did not even wish to be believed.

"Don't tease! Well, and what has been decided about Novosiltsev's dispatch? You know everything."

"What can one say about it?" replied the prince in a cold, listless tone. "What has been decided? They have decided that Buonaparte has burnt his boats, and I believe that we are ready to burn ours."

Prince Vasili always spoke languidly, like an actor repeating a stale part. Anna Pávlovna Schérer on the contrary, despite her forty years, overflowed with animation and impulsiveness. To be an enthusiast had become her social vocation and, sometimes even when she did not feel like it, she became enthusiastic in order not to disappoint the expectations of those who knew her. The subdued smile which, though it did not suit her faded features, always played round her lips expressed, as in a spoiled child, a continual consciousness of her charming defect, which she neither wished, nor could, nor considered it necessary, to correct.

In the midst of a conversation on political matters Anna Pávlovna burst out:

"Oh, don't speak to me of Austria. Perhaps I don't understand things, but Austria never has wished, and does not wish, for war. She is betraying us! Russia alone must save Europe. Our gracious sovereign recognizes his high vocation and will be true to it. That is the one thing I have faith in! Our good and wonderful sovereign has to perform the noblest role on earth, and he is so virtuous and noble that God will not forsake him. He will fulfill his vocation and crush the hydra of revolution, which has become more terrible than ever in the person of this murderer and villain! We alone must avenge the blood of the just one.... Whom, I ask you, can we rely on?... England with her commercial spirit will not and cannot understand the Emperor Alexander's loftiness of soul. She has refused to evacuate Malta. She wanted to find, and still seeks, some secret motive in our actions. What answer did Novosiltsev get? None. The English have not understood and cannot understand the self-abnegation of our Emperor who wants nothing for himself, but only desires the good of mankind. And what have they promised? Nothing! And what little they have promised they will not perform! Prussia has always declared that Buonaparte is invincible, and that all Europe is powerless before him.... And I don't believe a word that Hardenburg says, or Haugwitz either. This famous Prussian neutrality is just a trap. I have faith only in God and the lofty destiny of our adored monarch. He will save Europe!"

She suddenly paused, smiling at her own impetuosity.

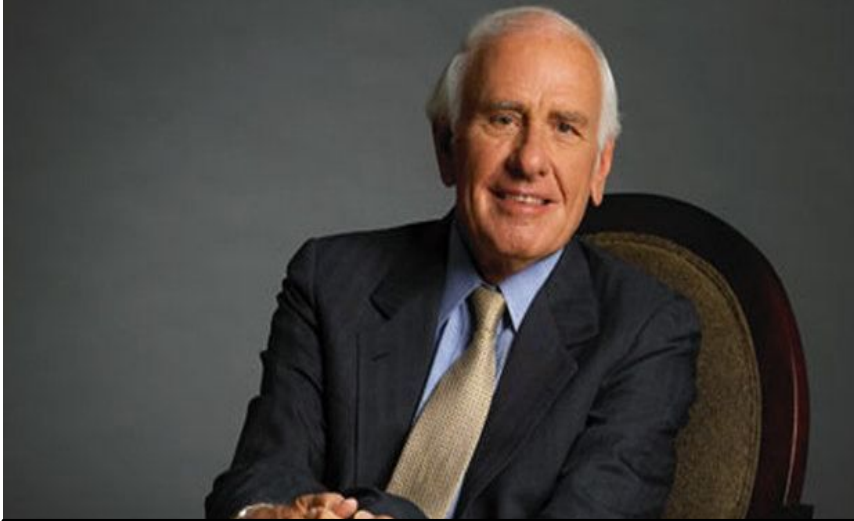
"I think," said the prince with a smile, "that if you had been sent instead of our dear Wintzingerode you would have captured the King of Prussia's consent by assault. You are so eloquent. Will you give me a cup of tea?"

"In a moment. A propos," she added, becoming calm again, "I am expecting two very interesting men tonight, le Vicomte de Mortemart, who is connected with the Montmorencys through the Rohans, one of the best French families. He is one of the genuine émigrés, the good ones. And also the Abbé Morio. Do you know that profound thinker? He has been received by the Emperor. Had you heard?"

"I shall be delighted to meet them," said the prince. "But tell me," he added with studied carelessness as if it had only just occurred to him, though the question he was about to ask was the chief motive of his visit, "is it true that the Dowager Empress wants Baron Funke to be appointed first secretary at Vienna? The baron by all accounts is a poor creature."

Prince Vasili wished to obtain this post for his son, but others were trying through the Dowager Empress Márya Fédorovna to secure it for the baron.

Pick your mentors



You are the average of the 5 or 6 people you hang out with the most.

Jim Rohn

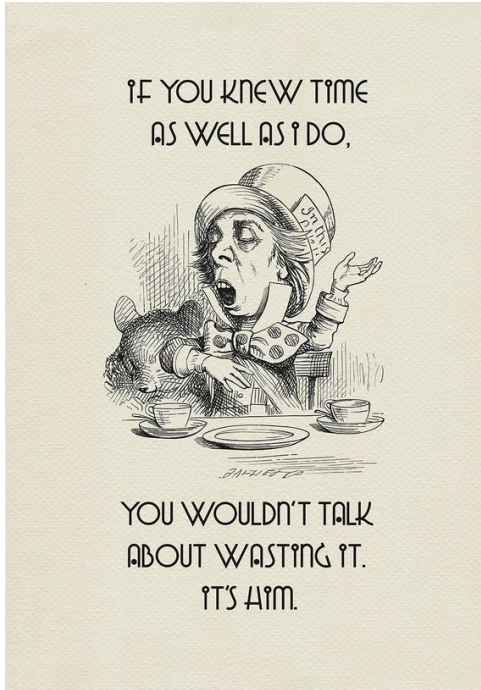
Work out who you want to be.

List out the attributes.

Go and find people with those attributes.

Hang out with them :)

Keep it to time



Brevity is a virtue.

Don't overrun.

Practice your content to time... but on the day be prepared for it to run 25% faster (so for an hour presentation make sure it's 1h15mins when you practice).

Mastering the business of language



Too early for artwork but
a Sales and Marketing
course is coming in
March 2023.

<https://slator.com/event/lsp-operational-growth-management-training-feb-2023/>

Sadly, that's the end



Thank you very much
Good luck in your
careers. Talk to me if
you're stuck.

Please enjoy
Manchester
responsibility.


Long live elia.



**A good conversation is
better than a lecture.**

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Got a project? Let's talk