Essay 42 – Open the CEO's Wallet

It's 6 minutes past 6pm, of the sixth day of the sixth month. You run into the CEO's office, grasping a bundle of papers, eager, in fact desperate to present the report he wanted. To be faced with an empty desk. No greeting. No expected winning feeling. A silent office. Photos of family fun in faraway places. A model Wife. An *Aston Martin* model. An *Aston Martin* photo with the registration plate CEO 666. Emotions turn from disappointment to frustration, envy to JEALOUSY …. and then ANGER! And there ... there you see it. On the desk. Manufactured in the finest hand-crafted leather. The CEO's wallet. You feel a Cocaine-like rush. Your heart beats as loud as a DJ's sound system. Sweat descends down your ever increasingly flushed face. You pick up the wallet, hands shaking, as if you were *Indiana Jones* handling the Holy Grail. Facial expression included.

''*Should I open it?''* you mutter quietly to yourself, looking over your shoulder. Teasing the wallet open you see 6 bank cards. One you have never heard of … a *Chase Sapphire Reserve* Credit Card. Visions of your dream car, your dream holidays flood your visual cortex. You mutter again *''I shouldn't see if there's any cash, this is wrong?''* but you hear a voice saying *''Go on, nobody will find out.''* The office now feels like a sauna, flames roaring all around you. You give in to temptation. There you uncover a whole wadge of 50 quid notes, easily three grands worth. In your mind you recall the times where the CEO laughed at your proposal in front of the Board; hung up the phone on you when you were in mid-sentence; made a pass* for your Wife at the Christmas party and hit you for six in the summer Cricket game. The anger boils and boils until you shout out grabbing the CEO's wallet … *''Screw this job.''*

*The CEO's gender was not classified.

You rush to the lift, perspiration flooding off your guilty body. You pass the Security Guard at the reception and with a shaking voice, you wish him a good evening. He looks at you oddly, somewhat suspicious. And you reach the exit. The exit … that beautiful exit. The next day you and your Wife board *Concorde* for a weekend of shopping in New York, followed by 3 weeks in the Maldives. After sipping Champagne and eating the finest of caviar, the Air Stewardess collects your payment. Your Wife gets out her Credit Card but you tell her *''I'll get this love.''* She looks at you rather shocked exclaiming *''Since when did you get a Chase Sapphire Reserve Credit Card?''.* You pretend you didn't hear that. In New York at the 3rd luxury store the Shop Assistant says ''*That will be five thousand dollars Sir''* . Your Wife comments on your new wallet … *''Since when did you get a Gucci wallet?''* … You reply *''Since I fell in love with Gucci, my love.''*

Three weeks pass, living the high life. You and your Wife return to the 5-star exclusive hotel after enjoying a day's trip on a superyacht. At the reception you see 3 burly Police. One says to the Receptionist ''*What room did you say? … 666?''*

You run like the wind dragging your Wife with you, turning the hallway to room 666 where you find the door wide open. Two Policeman stand there. Your Wife shrieks … ''*What have you d …..?''*

BEEP BEEP BEEP. You awake. It's 7am. Monday morning. You have a 9am meeting with the CEO pushing for them to open their wallet, the one they still have.

Footnote. What clue did I give that it was all a dream?

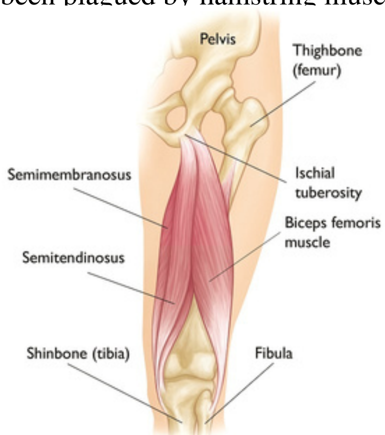
For the CEOs, Directors & Procurement People

In ***Upstream: The Quest to Solve Problems Before They Happen*** *New York Times* bestselling Author *Dan Heath* explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers.

Heath states …

''So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention?''

In *Upstream* we see the story of the Doctor and Sports Trainer *Marcus Elliott* who in 1999 joined the staff at American Football's *New England Patriots*. The *Patriots* team had been plagued by hamstring muscle injuries.



As shown on the previous page the group of 3 hamstring muscles connect the rear of the pelvis to the femur (upper leg bone), tibia and fibula (the lower leg bones). When the muscles contract they flex the knee i.e. bring the heel closer to the buttock. They also have an extensor function on the hip. When we run and plant our foot on the ground, the hamstrings work with the glutes (buttock muscles) to push off, and propel us forward. The hamstrings also have a rotatory and stabilising function on the knee. When pushing very heavy inanimate loads, taking large steps extracts more power from the glutes and hamstrings, taking away the load weight from the shoulders, neck and spine. Hamstring contracture (shortening/ stiffening) can predispose to pelvic joint and lower back* pain.

Whoops! A bit of an anatomical, biomechanical and physiological tangent there. Back to the *New England Patriots.* The Doctor and Sports Trainer *Marcus Elliott* said the *Patriots'* Managers and Team thought that injuries were just the nature of the sport, and they were just freak injuries. Football was a tough game, and people would get hurt. It was inevitable. *Elliott* discovered that their training was a *'one size fits all programme.'* He brought in a new individualised* approach. The players who were the Wide Receivers (rather like the Wingers in Rugby Union) got the most hamstring injuries and received the most attention from *Elliot*. He tested each player's strength, muscle imbalances and sprinting biomechanics.** From this initial research, players were put in groups labelled for their Risk of Injury Level …. High … Moderate … or Low. The High-Risk players went through aggressive pre-season training to correct the muscular warning signs that *Elliott* had found. The prior season the *Patriots* had suffered 22 hamstring injuries. After *Elliott's* Programme that figure plunged to 3 injuries. The success made believers out of sceptics. 20 years later, the data driven, player tailored approaches of the kind used by *Elliott* have become much more prevalent. *Elliott* said ...

''You don't wait for these things to happen. Instead you look for the signals that there's a risk there ... ***AND YOU ACT ON IT****.''*

*Check out me demonstrating Hamstring Stretching Exercises and many other MSD Rehabilitation Exercises on www.osteopathicsolutions-manualhandling.co.uk/stretching-core-stability-classes

I am not going to plagiarise *Dan Heath's* content. Just buy the Book. I find listening to each Chapter and then reading the Chapter really helps engrain its key themes and concepts. Like with any educational and entertaining Books.

Here's a summary of the Book's key concepts, being mindful these are targeted at the CEOs, Directors & Procurement People ... with your drive forward critical.

Upstream vs. Downstream

Here are a few quotes from *Upstream.*

"Downstream actions react to problems once they've occurred. Upstream efforts aim to prevent those problems from happening."

"When you spend years responding to problems, you can sometimes overlook the fact that you could be preventing them."

"Downstream work is easier to see. Easier to measure. There is a maddening ambiguity about upstream efforts."

"Downstream efforts are narrow and fast and tangible. Upstream efforts are broader, slower, and hazier, but when they work, they really work. They can accomplish massive and long-lasting good."

"What the world needs now is a quieter breed of hero, one actively fighting for a world in which rescues are no longer required."

3 Barriers to Upstream Thinking

Problem Blindness ... *"I don't see the problem"* or *"This problem is inevitable"*. When we don't see a problem, we can't solve it. That blindness can create passivity.

A Lack of Ownership ... *"The problem is not mine to fix"*. Self interest interferes.

Tunneling ... *"I can't deal with that right now"* (because I'm solving these other problems). Little problems mask the big ones. Confined to short term, quick fixes.

It's your role to give the CEO eye surgery. Supply them a new asset. Rescue them from that tunnel.

When Leaders paddle *Upstream*, in order to succeed they need to address 7 key questions:

How will You Unite the Right People?

Have a clear vision, surrounding the problem with the right people. The core team should be selected strategically, surrounding the problem. Upstreamers **meet with a structured approach** assigning roles and identities for all the players in the system, with each one having something critical to contribute. When they're done right, upstream meetings can be energizing, creative, honest and improvisational, with the kind of camaraderie that emerges from something meaningful. Change the community (of Directors and Senior Managers) in order to change behaviour in the (Manual) workforce. Your aim is to have a connected, cooperative and organised set of collaborators. Others will have different resources at their disposal. Present fresh data at *Upstream* meetings. Grounding an effort in concrete data is the only way to unlock the solution to a major problem. A very high risk Manual Handling task for a Prolapsed Lower Back intervertebral disc at the payout cost of £160,980 … **is a major problem.**

How will You Change the System?

A well-designed system is the best upstream intervention. *'Crutches'* are vital but they should be temporary. Systems change starts with a spark of courage. A group of people unite around a common cause and they demand change. But a spark can't last forever. Success comes when the right things happen by *default*, not because of individual passion or heroism. On whatever scale we work in organisations, systems change takes time.

Where can You find a Point of Leverage?

In the pursuit of systems change, where do you start? What do you do in the first month of what might be a decades-long effort? You look for a point of leverage. In systems thinking a leverage point is a place in a system's structure where a solution element can be applied. Can you identify an intervention that could accomplish one of your goals? A necessary part of finding a viable leverage point is to consider costs and benefits. Although one of the most destructive ideas about preventative efforts is that they must save us money. *Upstream* change often means fumbling our way forward, figuring out what works and what doesn't. Even a defeat is effectively a victory. As every time we learn something, filling in one more piece of the map as we hunt for the levers that will move you upstream.

How will You Get Early Warning of the Problem?

When we can foresee a problem, we have more maneuvering room to fix it. That's why a key question bearing on upstream efforts is: How can you get early warning of the problem you're trying to solve? As we design early-warning systems, we should keep these questions in mind: Will the warning give us enough time to act effectively? (If not, why bother?) What rate of false positives can we expect? Remember ... when everything is cause for alarm, nothing is cause for alarm.

In the Blog Post of *Open the CEO's Wallet* we will look at possible early warnings when it comes to Employee Musculoskeletal Disorders.

How will You Know You're Succeeding?

A question that bedevils many upstream interventions is: What counts as success? Downstream efforts restore the previous state. My ankle hurts ... can you make it stop? My laptop broke ... can you fix it? My marriage is struggling ... can you help us get back to the way we were? In these situations, there's not much conceptual handwringing about what constitutes success.

How will You Avoid Doing Harm?

Upstream interventions tinker with complex systems, and as such, we should expect reactions and consequences beyond the immediate scope of our work. Everything you know, and everything everyone knows, is only a model. We don't succeed by foreseeing the future accurately. We succeed by ensuring that we'll have the feedback we need to navigate. To be clear, there absolutely are some consequences we can and should foresee. We need to settle for a pretty good solution that's equipped with so many built-in feedback loops that it can't help but get better over time.

Who will Pay for What does not Happen?

That's an example of what's called the *wrong pocket problem*: a situation where the entity that bears the cost of the intervention does not receive the primary benefit. One pocket pays, but the returns are scattered across many pockets. Paying for upstream efforts ultimately boils down to three questions:

- Where are there costly problems?
- Who is in the best position to prevent those problems?
- And, how do you create incentives for them to do so?

I hear you say *''Gareth, this is all a bit vague!?''* … my reply *''You're right. Buy yourself and your CEO, using their Chase Sapphire Reserve Credit Card, a copy of Upstream by Dan Heath. Then it will become …* ***definite*****.''*

Let's look at a few simple *Upstream* examples in our personal lives.

Potty Training. OK so there is no *Problem Blindness* and no *Lack of Ownership*. However there can be a dose of *Tunneling*, in that taking your baby boy or girl out of nappies will cause extra work (up to the point when they have mastered it) in the time-consuming potty theory and practical lesson, as well as those pants accident clean-ups, plus extra washing. That extra work may come at a time when parents are solving other problems, if they have the energy that is.

*Definite is the opposite of Vague. An Antonym is defined as a word of opposite meaning. You learn something new every day.

But solving the problem will come at a financial gain with no more nappies (not to be sniffed at) as well as reducing the risks of skin infection for their toddler. With their own day-to-day changing of the system, the parents will *Unite the Right People* including Nursery staff and Grandparents to complete the *Upstream* potty journey. I don't need to go into *How will you know you're succeeding?* … do I?

Car Driving & Monitoring Tyre Pressures. As crazy as it sounds, with many people there really is *Problem Blindness*, a *Lack of Ownership* <u>AND</u> *Tunnelling* when it comes to making sure your car's tyre pressures are right. The Downstream efforts will be one of replacing tyres that may not have needed replacing so early; engine repairs that may not have been needed so early; getting the car repaired from a collision caused by flat tyres … not forgetting the additional fuel costs that could have been avoided. The *Upstream* system intervention is buying your own air compressor that you keep in your car, checking all 4 tyres each week.

And now a Business *Upstream* example that isn't going upstream.

I wrote *Sorry! We're Closed* whilst in the Mediterranean island of Gozo, the sister Island of Malta. While we are here Malta was a British colony until the 1960s … not a lot of people know that. Anyway, in Gozo there is a supermarket called *Greens* in its Capital Victoria. The island may sound idyllic, and it is in parts, however it has a serious hygiene problem … the Diptera insect i.e. FLIES. At the *Greens* supermarket deli counter you will get free fly eggs as well as food poisoning, dysentery and diarrhea. That's a bargain! The deli counter staff as you can imagine are next to the deli food … but they have *Problem Blindness*, a *Lack of Ownership* and *Tunnelling* in abundance. The points of leverage are pretty obvious. One that isn't is the Gozo Government supplying all households with wheelie bins, so that rubbish bags are not littering the streets, then suppressing the fly population. Uniting the right people … from Government Health Ministers to Food Safety Inspectors to the *Greens* responsible Manager for Health & Safety. The uniting hasn't happened. There is no problem. The flies at *Greens* have free food and rent-free shelter.

Let's now uncover how **YOU** can make …. ***Believers out of Sceptics.***

For You … Become a Salesperson

If you have been in Sales i.e. selling Products and Services at some point in your life you will have had drummed into you the Product's 'Features and Benefits'. One of the issues of this in Sales Presentations is that novice Salespeople can focus firstly, and way too much on the Product's Features, not giving enough time for the prospective Client to think about the Benefits. Remember no matter how much you hate Salespeople 'cold-calling' you or approaching you in a TV shop or Car Dealership, when you are in front of the CEO, Directors and Procurement Team … you are a Salesperson. 100%. It's a given. Let's repeat that in big letters, bold font and I will even underline the you … **<u>YOU</u> ARE A SALESPERSON.**

The Hollywood Movie *The Wolf of Wallstreet* starring *Leonardo DiCaprio* made selling look sexy. *Leo* played rich playboy *Jordan Belfort's* journey of how money can lead to self-destruction. If you haven't seen it book your **#NetflixAndChill** this Saturday night. *Jordan Belfort* is one of those guys who could sell *''ice to an Eskimo, oil to an Arab and pork to a Rabbi.''*

You can listen to the complete AudioBook of *Jordan's* ***Way of the Wolf: Straight Line Selling: Master the Art of Persuasion, Influence, and Success*** for free. In the Exercises at the end of *Open the CEO's Wallet* you will find the URL. I am not going to plagiarise his Book. Just buy it. Read it AND listen to the AudioBook.

Jordan says …

‘‘The Straight Line Sales System will MAXIMISE your sales; make you a world class closer in your field, leading you to a richer, happier and more ENPOWERED life.’’

You see the words there ‘closer in your field’ (i.e. you *Open the CEO’s Wallet*) and ‘more EMPOWERED life.’

Here are some of the key themes from his epic Book which I am going to apply some tweaks to, making them more relevant to your cause:

The Three 10s

To close the investment, you must accomplish three things with the prospect:

1). The CEO must love your ideas
2). The CEO must trust and connect with you
3). The CEO must trust and connect with your Company*

1). The CEO must love your ideas
You need to develop a strong, airtight logical case of why your MSD Risk Management ideas are the best thing since sliced bread. You will also need the emotional component which we will shortly look at with *Dan** Heath’s Made to Stick* Book. Even though you believe you have great ideas, your aim is to build massive certainty from the CEO with them verbally proclaiming …

“These are great ideas. They absolutely fit my Business’ needs.”

2). The CEO must trust and connect with you
I can’t stress how important this is. Actually, I can. And I’m going to. At *Osteopathic Solutions Ltd*, over the years we have gone that extra mile for a few big brand Companies; completing a remarkable service.

*Of course, 3). Is only relevant if you represent your own Health & Safety Company and are being contracted in by the CEO’s Company.
** “*Gareth … do you have shares in this Guy or what?’’*

However in the years that followed, there was zero contact from the Company due solely to the Manager* responsible for Health & Safety. When you read *Jordan Belfort's* Book you will understand what he means by … 2). The prospect must trust and connect with you. They can trust you; but if you don't get connection with the CEO, whatever amazing ideas you have; whatever benefits these ideas will give to their Business … YOU WON'T GET THAT INVESTMENT!!

''Gareth … How do I build massive rapport with the CEO?''

1). Show them you care and feel their pain.
2). You are sharp as a tack.
3). You are as enthusiastic as hell.
4). You are an Expert in your field.

Emotional Certainty

The Emotional part of our brain is influenced through Future Pacing. Making your CEO think what their Business would be like if they put in this investment. Ok so this is a bit far-fetched, as I heard you mutter … *''This is just a Manual Handling Instructor Course Gareth, that I am requesting the budget for!''* In the Blog of *Open the CEO's Wallet* we investigate Future Pacing and its use within Musculoskeletal Disorder Risk Management.

Objections

Jordan Belfort states ***'objections are literally a smokescreen for uncertainty'.*** Say for example you are in a low MSD risk Food Factory. Lots of different tasks. But essentially simple tasks that require very little 'how to do the job' training. One of your requests to the CEO is to have a Job Rotation Schedule that fits into your MSD Risk Management Strategy. But the Production and Operations Managers are saying … ''*That's not possible. We have targets to hit don't you know?''*

*From reading *Sorry! We're Closed* you have likely gathered I am 'down to earth.' As an Osteopath in mind still, I am a very approachable person. However in life, as you know, some people are as dry as the Sahara desert. They are just NOT approachable. As a reminder, reading and listening to *Thomas Erikson's Surrounded by Idiots* is a must. A phenomenal Book that helps you understand Human Beings much, much more.

In the Blog of *Open the CEO's Wallet,* I brainstorm objections you will get and look at ways you can smash through those objections on your way to having that *Chase Sapphire Reserve* Credit Card in your hand.

In the below space write down some of your MSD Risk Management Proposals and what objections you will get from the CEO and other Directors.

Proposal 1

Objection 1

Proposal 2

Objection 2

Proposal 3

Objection 3

A 'Future Pacing' Story

Future Pacing in sales parlance is not just about making the CEO dream the future benefits of their potential investment, it is also making them dream the future nightmare of what could happen if they don't act. It's the *Upstream* approach of preventing problems before they happen.

Joe is a 41 year old who has worked at the same Company for 10 years. Over the last few years he has become known as the 'best of the best' … 'an absolute Machine' in palletising finished products. Since he was 37, every year he would have a bad back spasm that would put him off of work for 2-3 weeks. They were also getting worse with pain down the back of his right leg. The Health & Safety Manager has campaigned to give Joe other jobs, that are lighter in duties and involve different body movements. A Back Support (like mentioned in Essay 37 – Support their Lumbars) has also been requested. Now that he is experiencing pain down the leg, through his GP, Joe has an MRI Scan. The results reveal a minor disc herniation at the lower back level of L4/L5. With Newton's Law in mind, Joe actions an Injury at Work Claim with a Legal Shark and wins £25,000.

My Comments on Joe's Win.* *Joe* prefers to spend his earnings on beers at the weekend, and taking his Son to watch the footie. Why should he have to buy a Back Support for work? This is of course a valid question. But if he is not getting it from his Employer, he should look at his priorities and just buy one. That's only one weekend of beers. But still, he should be supplied a Back Support on the CEO's *Chase Sapphire Reserve*. This is a case of where *''Joe?! He's been doing that job for years. There's no need to change.''* That's what the Production Manager said. **Simple every day job rotation and the Back Support could have saved that £25,000 payout.**

This type of 'Future Pacing' Story** will support you in helping the CEO understand the 'Future Slowing' of their Business' growth.

*And Loss. He has a Back Injury that will likely only get worse.

**We will uncover Story telling shortly in *Open the CEO's Wallet* with *Carmine Gallo's Talk Like TED*.

Ok, so as you have your Health & Safety Hat on … suits you Sir! … you have ideas that will make the CEO's Business as safer place. Regarding Manual Handling, a place where people can come to work, lift and lug some sh@t around, and go home with a body that isn't broken. These Manual Handling Risk Management ideas will cost the CEO. So with that said, you have to sell him/ her what benefits their investment will give them, but don't forget with the *Upstream* mentality, what problems this investment will prevent, and back to benefits, what benefits this problem avoidance will give. You are the CEO's friend with benefits. We will get personal with the CEO* later on in *Open the CEO's Wallet.*

Another Sales Guru is *Marc Wayshak*. His *Sales Insights Lab* Channel on *YouTube* is a great place to absorb some Salesperson *Red Bull*. *Marc's* videos feature a lot of the standard sales techniques, but with a real modern, high energy, fun-factor. One of his key positions on Sales is … make it a Game!

Making Your Ideas Stick

In the epic Book ***Made to Stick: Why Some Ideas Survive and Others Die*** written by *Chip & Dan Heath;* the American Brothers ask the question … What Sticks? For an idea to stick, for it to be useful and lasting, it's got to make the audience pay attention; understand and remember it; agree/ believe; care and be able to act on it. I am not going to plagiarise their Book. Just buy it. Read it <u>AND</u> listen to the AudioBook <u>at least 2 times.</u>

In the *Heath* Brothers' Book they present the **SUCCES** acronym for the principles that make ideas 'sticky' – understandable, memorable and effective in changing thought or behaviour.

Simple
Unexpected
Concrete
Credible
Emotional
Stories

*Not that personal.

There it is. Simple, unexpected, concrete, credible, emotional stories. In this **SUCCES** framework I'll be summarising the key concepts, within each concept.

Simple (from <u>S</u>UCCES)

There is simply no harm with keeping things simple. That's what our Team of Physical Therapists do in our Manual Handling Courses, as well as when we write MSD Risk Reduction Reports following an onsite Consultancy.

In your 18-minutes (we will see why this length of time later on) you are presenting 'to the Board' for a broad MSD Risk Reduction strategy investment, or it could be one very high risk Manual Handling task. Whatever you are presenting, avoiding words and language that makes you look clever just won't work. Of course, the CEO type has a decent level of intelligence and of course is an Expert in hussle. But remember they are NOT *Albert Einstein*. Some very successful* people like *The Body Coach Joe Wicks* admits he got in there at exactly the right time. He writes in his *Lean In 15* Book … *''I started to post 15 second videos on Instagram showing people how to cook a lean and healthy meal in under 15 minutes.''* My point here, a bit tangential … oops that's a bit, opposite of simple isn't it? Let's go for roundabout. My point here, a bit roundabout is that CEOs a lot of the time are simply lucky. Lady Luck has visited them in a huge way, or just on many occasions. And many have simply had a massive step up the ladder with 'who they know' and not 'what they know'. And many have simply had inherited financial backing. Lady Luck again. So what I am saying is that you don't need to try and impress them with complex language. If anything, you will only confuse them. Which will not get their attention, in fact you will lose it. For example, remember you are a Health & Safety Professional. Saying things like RIDDOR and MSDs is in your lane. It's not in their lane. If they talked about figures and return on investment and 12 month predictions et cetera a lot of it would go over your head. So explain what a RIDDOR is in simple language. MSDs … injuries to the back, neck or shoulder for example.

*Although it depends on ones' definition of successful. It's not all about the size of one's bank account.

At the *European School of Osteopathy* where I qualified in 2004 as an Osteopath, I recall one of my Clinic Tutors saying to me, after I had made what should have been a simple Patient presentation, complex. *''Keep it simple, stupid!''* I will drop the 'stupid' with you; moderately offensive that.

'' Keep it simple! ''

The **S**imple**U**nexpected**C**oncrete**C**redible**E**motional**S**tories acronym is applicable to any part of your life. Presentations. Emails. Authoring. Day to day face-to-face talking. You know that form of honest and direct communication that has so tragically been lost by many since 2020, and will likely never return. Here are the key points to the **S**imple:

- Keep to the essential <u>Core of Idea</u> that is simple and profound
- <u>Core messages</u> help people avoid bad choices by reminding them of what's important
- Weeding out superfluous and tangential elements
- Starting with the most important information. <u>AVOID *'burying the lead'*</u>
- Work to make the Core Message <u>more interesting</u>
- Create a Proverb … *'A short sentence drawn from long experience'*
- Tap the audience's existing memory terrain
- Staging and layering of simple ideas
- Make it easier for the Audience to learn a new concept by lying it to a concept they already know
- <u>Schemas</u> enable profound simplicity e.g. drive around without getting your car serviced and it will brake down; use your body wrongly and it will brake down
- <u>Use of analogies</u> dodge the *'Curse of Knowledge'*
- The best way to get people's attention is to break their existing schemas directly

Unexpectedness (from S<u>U</u>CCES)

The Sixth Sense Film starring *Bruce Willis*. It was unexpected that *Willis* came out of his Action Man persona. But he did and he did it remarkably. The mad intruder, one of his patients, who shoots him in his bedroom. The autumn streets in America. The little boy who *'sees dead people.'* And that ending. That twist. The unexpected. *The Sixth Sense* was a classic example of why it stuck as an amazing film for millions, including myself. It was a **S**imple, **U**nexpected, **C**oncrete, **C**redible, **E**motional, **S**tory.

In the Blog post of *Open the CEO's Wallet* we look in depth at the key points from the **U**nexpected Chapter from *Made to Stick*. Unexpectedness, in the service of core principles, can have surprising longevity.

Here are the key points to the **U**nexpected:

- Make your ideas more unexpected; using surprise in the service of the Core Message brakes a pattern and can be extremely powerful in getting your audience to pay attention to your idea (s) and maintain their interest
- Use humour (discussed more in *Become a Public Speaking Expert*)
- Target an aspect of your audience's guessing machines, that relates to your Core Message
- Figure out what is counterintuitive about the Core Message
- Generate interest and curiosity by opening gaps in their knowledge (gaps cause 'pain') and then fill the gaps
- Challenge them to predict an outcome; a *News Teaser* (e.g. like what they do on *ITV News*)
- Expose the parts of the Core Message that are uncommon sense
- Build a journey of mystery to keep interest and maintain attention
- Open situations and pose questions. Don't give answers to all questions

Concrete (from SUCCES)

- Ensure your idea means the same thing for everyone in the audience
- Be mindful to look from the perspective of the non-Expert/ novice
- Give them concrete images and data
- Find a *'Universal Language'* that everyone speaks
- If they can examine something with their senses, it's concrete
- Make an abstract idea concrete with an intense sensory experience (Visual, Hearing, Smell, Taste, Touch)

Credible (from SUCCES)

- Demonstrate as a subject Authority to make the audience believe your idea
- Tag along with other Authorities on the subject
- Tag along with the Anti-Authority (e.g. perhaps a person who performed hazardous practices, suffered a musculoskeletal injury, and now practises Optimal Handling Techniques and Practices)
- Use statistics with a context; using analogy and schema to bring the figures to comprehension; otherwise statistics can be eye-glazing

- Concrete vivid details lend credibility to the idea itself
- Details make it more real, more believable
- Make a claim tangible* and concrete
- Get the audience to grapple with the issue/ idea/ problem and the scale of it. Scale relies on numbers
- Statistics should be used to illustrate a relationship
- A concrete example to convey a statistic
- Superimpose a very human metaphor over the statistics
- *Sinatra* Test. You did it for your previous CEO. You will do it for this CEO too
- Testable Credentials … *'See for yourself'*

Emotional (from SUCCES)

There's this country road that I push in their buggy, our young lad *Tate* and little princess *Skye* along, going to and from their creche. Over the last year there has been this *German Shorthaired Pointer* dog running free, up and down the road. One morning his owner drove down the road in his *'BIG-CHUCK'* (as *Tate* likes to call trucks) with the dog in the back. Full of moral worthiness, I went up to the man as he got out of his *Toyota Hilux*. My communication started with informing him that his selfish actions of letting his dog free, on what was a dangerous road with people continually speeding … were extremely selfish. He didn't get it. I even informed him on 2 occasions people had to emergency stop as the dog ran out on them. So … the decibels of my voice start to raise, and still my message didn't stick. Our relations were now rather strained at an 'all time low' with him even having the audacity to call me *''Arrogant''*. During this time, the lump of fat, protein and water between my ears was aware of the situation and was running potential solutions. With my blood pressure raised, shoulders level with my ears and a potential use of a departing *Shakespearean ''F*ck you!''*, taking a deep breath I paused and with a present given to my conscious brain I said calmly and emotively *''Do you love your Dog?''* … to which he replied *''Yes''* coupled with an expression of realisation, declaring that my message had **finally stuck**. Walking away I concluded with *''We'll leave it at that!''* Have I seen the dog running free since this? No, it stuck. Using the **E**motional part of SUCCES, the message got through.

*Tangible … something that can be touched or felt.

Here are the key points to the **E**motional:

- Get your audience to care by <u>making them feel something</u>
- Get your audience to <u>realise that there is a problem</u> … recall *Upstream* … get them to care about it
- Make the audience care by forming an association with something they don't care about and something they do care about
- <u>Invoke an appeal to self-interest</u>
- Spell out the benefit of the benefit ... the tangibility of the benefits ... promise reasonable benefits that people can easily imagine themselves enjoying
- *'What's in it for them?'* and *'What's in it for their group?'*
- <u>Future pace audience</u> ... *'You will have … You will get ... You will be'* et cetera
- Get them to imagine themselves ... *'Imagine yourself .... '*
- Always structuring our ideas around self-interest is like always painting with one colour. It's stifling for us and uninspiring for others
- Primary appeal is to esteem. The desire to be competent, to gain approval and status
- An Identity Appeal can be better than a (rational) Self-Interest Appeal. Not only to the people they are right now but also to the people they would like to be
- <u>Put the audience in the Employees' shoes</u> … *'Imagine you had …'* creating empathy for specific individuals

Stories (from SUCCE<u>S</u>)

Credible ideas make people believe. Emotional ideas makes people care. The right stories make people act. Stories create pictures in our heads, providing the context missing from abstract prose, and are both entertaining and instructing.

Here are the key points to **S**tories:

- Stories are effective teaching tools and can almost single-handedly defeat the Curse of Knowledge
- We need to be ready to spot the good stories that life generates
- Stories must reflect the Core Message; reflect the agenda
- Stories illustrate causal relationships that people hadn't recognised before, and highlight unexpected, resourceful ways in which people have solved problems
- The right stories provide simulation (knowledge about how to act) and inspiration (motivation to act)

- Stories put knowledge into a framework that is more true to our day-to-day existence
- A **Challenge Plot** inspires us to act by appealing to our perseverance and courage
- A **Connection Plot** is about people who develop relationships that bridge a gap
- A **Creativity Plot** is about someone making a mental breakthrough, solving a long standing puzzle, or attacking a problem in an innovative way

What stories can you build into your 18-minute Presentation?

SUCCES in Communication

Over the last month, the CEO of *Osteopathic Solutions Ltd* (well I suppose that will be myself) has been having some problems with the Accountant. Rather like Legal Sharks, nobody likes Accountants. Especially CEOs. Many back and forth emails, and calls over a number of months doing the Common Thief of a Government's job in checking our Business' figures. Anyway with the Tax Return due, the Accountant and his Team ghosted me. No replies to emails. A ringing phone and voicemail. 3 weeks passed of this ghosting. Giving the communication one last go I called from my Wife *Emma's* mobile, instead of mine, and no surprise the Accountant answered. Keeping the call **S**imple, I chucked something that was **U**nexpected (by him) into the conversation. With no communication over 3 weeks, I hit him with how it looked from the Client's perspective with either. **1.** Your Business had closed **2.** You were having some big-style personal shit that was your primary focus … fair enough **3.** You have some big Clients' Tax Returns and they were your primary focus **4.** You don't want our business anymore **5.** You don't give a shit. With this, my communication was also **C**oncrete. Knowing that his Business had been going 6 years (i.e. still in its relative infancy) lighting the **C**redible … *''14 years I have been in Business''* was stated with an authoritarian and credible air of *''I have 8 more years business experience than you''*. The **E**motional was massaged with the *''You don't give a shit''* to which roused his emotional brain centres which declared to his consciousness *''F*ck this guy, I DO give a shit!!''*.

The **S**tory was complete. Through the conversation he offered the expected PR and Political type of replies, but it was only AFTER the entirety of **SUCCES** was communicated that his tonality changed, dropping the PR bullshite, and with that my message had stuck. Make no mistake *Made to Stick* is NOT a Book just for your business and work life. As you have also seen from the **E**motional *DogGate* earlier, the principles of *Made to Stick* are for … life itself.

Here's my *Made to Stick* Book review …

''The Heath's have put together a varied storybook of education, insight and humour that draws you in on the many times you read and listen to it. It's one of the very best Books I will ever read.''

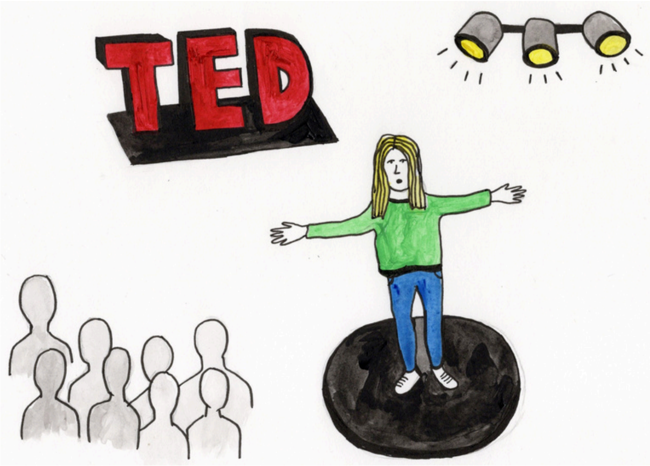
''How was that Dan and Chip Heath? The cheque's in the post, you said?''

Stop reading *Sorry! We're Closed* and order your 'Sticky' copy. That's an order! Armed with it, you will get more people to <u>pay attention</u> (**U**nexpected) to your idea; <u>understanding and remembering it</u> (**C**oncrete); they will more likely <u>agree and believe</u> (**C**redible); <u>care</u> (**E**MOTIONAL) and be <u>able to act on it</u> (**S**TORY).

You can read my Blog Post of *Open the CEO's Wallet* via <u>www.osteopathicsolutions-manualhandling.co.uk/blogs-2024</u> where we take a deeper look into the *Made to Stick* key themes and underpin your 18-minute *TED Conference* Level Presentation with them.

Become a Public Speaking Expert

Your objective is to deliver a Jaw-Dropping presentation utilising the science and art of persuasion. You will achieve this with ***Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*** written by *Carmine Gallo*. I am not going to plagiarise *Carmine's* phenomenally engaging, insightful and educational masterpiece of Book. Just buy it. Read it AND listen to the AudioBook.



TED Talks have become the gold standard for public speaking, bringing together the world's leading innovators and thinkers to give inspirational presentations that have been viewed over a billion times online. Public speaking coach and bestselling Author *Carmine Gallo* (there's the *Made to Stick* SUC**C**ES Credibility … The Authority) has broken down hundreds of TED Talks and interviewed the most popular TED presenters, as well as the top Researchers in the fields of Psychology, Communications and Neuroscience to reveal the 9 secrets of all successful TED presentations. *Gallo* provides a step-by-step method that makes it possible for anyone to deliver a TED-style presentation that is engaging, persuasive and memorable.

Gallo says …

'' Ideas are the true currency of the twenty-first century. Talk Like TED will give you the tools to inspire an audience with your ideas, win hearts and minds, and achieve your most audacious goals.''

TED Conferences was founded in 1984 by *Richard Saul Wurman* and is now directed by *Chris Anderson*. TED has grown to become a world phenomenon. TED's key themes are ideas worth spreading presented in an engaging way. In *Talk Like TED Carmine Gallo* advocates that you become a TEDster, as you ARE in public speaking. He says …

'' *Like it or not we're all in sales now... selling yourself and your idea. Don't sabotage your potential because your can't communicate your ideas. Failing to communicate means careers don't soar. Great Communicators start movements.''*

Talk Like TED will help you with your Seminar and Course delivery, and other Public Speaking events; not just when you need to *Open the CEO's Wallet*. Let us look at the key themes from these 9 Public Speaking Secrets that are contained within the 3 Parts of the Book.

PART 1. EMOTIONAL

Secret 1. Unleash the Master Within

Gallo says … *''Great Communicators reach your head and touch your heart.''* Passion goes hand in hand with being an Expert in your Field. Remember earlier in *Open the CEO's Wallet* we saw this in *Way of the Wolf: Straight Line Selling*. If you put this Book down and listened to *Belfort's* American twang, you will hear it now … *''Expert in your Field.''* Like *Belfort*, *Gallo* talks about enthusiasm. The *feeling of energetic interest in a particular subject or activity and a desire to be involved in it.* Your role with presenting your idea with passion and enthusiasm, making it stick, is to manufacture this enthusiasm in your audience too. Of course, realism alert. This is not always possible.

A question in Secret 1, *Unleash the Master Within* is ***'What makes your heart sing?'*** Ask yourself this brutally honest question.

"Am I passionate about the Health, Safety and Wellbeing of people at the Companies that have invested in my time and Expertise?"

As you are reading *Sorry! We're Closed* I will take your answer as *''HELL YEAH GARETH!!''* … as a given*. Passion is inherent within people who speak about subjects that are salient to their self-identity. As we are Experts in our Fields, you and me that is; passion is core to our being. A critical component of success. With passion you can *'take on the Status quo** and turn it upside down'* as *Richard Branson* told *Carmine Gallo*. In *Essay 38 … Invest in a Gym* we saw the pitch to Open the Dragons' Wallets. Over the years on *Dragons' Den*, if you watched all the pitches that were given investment, very few would have been with Entrepreneurs who had little or zero passion. Many of those ideas that failed to get investment from any of the Dragons would have been better Business ideas than those that won investment. The passionate Entrepreuner (s) won the day.

Dr. *Jill Bolte Taylor's* 2008 TED Talk titled ***" My Stroke of Insight "*** is the perfect example of a presentation full of passion and enthusiasm. You can find her TED Talk on **www.ted.com** via the top right search bar. Dr. *Jill* masters the art of storytelling.

Secret 2. Master the Art of Storytelling

As *Talk Like TED* and *Made to Stick* are Books about communicating ideas, as we saw earlier the *Heath* Brothers also include Stories in their SUCCE**S** acronym. Stories that reflect the Core Message are effective teaching tools that can almost single-handedly defeat the Curse of Knowledge. The right stories inspire people to act.

Gallo goes on to say that telling stories wins hearts and minds. Stories and narrative are the most powerful ways to break down the walls of resistance. Emotional, genuine storytelling is the ultimate tool of persuasion. You need data, facts and analysis to challenge people but you need narrative to get people comfortable enough to care for the community you are advocating for.

*If this passion has faded, what with challenging experiences, it's time to find another Career passion. That's not a bad thing. Life needs regular change.

***Status quo* is Latin for "existing state." Up to when I googled it, I only attributed the phrase to the famous 80s Rock Band. Has that taught you something new, or novel? Whoops; just given *Carmine's* Secret 4 away.

Aristotle, the Greek philosopher was one of the founding fathers of communication theory. He believed persuasion occurs when the following 3 components are represented.

PATHOS (appealing to emotions through storytelling)
ETHOS (credibility)
LOGOS (persuasion through logic, data and statistics)

Lawyer* & Social Justice Activist *Bryan Stevenson's* TED Talk *''We need to talk about an injustice''* is made up of 65% *PATHOS*. In an engaging and personal talk, with cameo appearances from his grandmother and Civil Rights Activist *Rosa Parks*, *Stevenson* shares some hard truths about America's justice system. Take a break from *Open the CEO's Wallet* and watch this inspiring talk on www.ted.com

Welcome back. Profound … isn't it?

Moving on. Your objective is to win Health & Safety Investment … right? So, I will ask you this question again. **What stories** can you tell?**

*Most likely a 'Has Values' Legal Shark.
**The space above isn't for doodling.

You simply cannot persuade through logic alone. If you are experienced in opening the CEO's wallet presentations, if your emotional appeal is minimal, you might want to rethink your content before your next presentation, like adding more stories, anecdotes, analogies and personal insights.

Research by *Uri Hasson*, a Professor of Psychology, discovered that personal stories actually cause the brains of both the Storyteller and Listener to sync up. *Hasson* calls it *'brain-to-brain coupling'*. By telling a story, you can plant ideas, thoughts and emotions into the Listeners' brains. Business Professionals rarely tell personal stories, which is one reason why they make such an impact when they do.

Later on in this Essay we will uncover my recommendations for your storytelling, which are also covered in more detail in the Blog version of *Open the CEO's Wallet*.

Secret 3. Have a Conversation

Giving a presentation that truly moves people takes hard work. Practise relentlessly and internalise your content so that you can deliver the presentation as comfortably as having a conversation with a close friend. If your voice, facial expressions, gestures and body language are incongruent with your words, your listeners will distrust your message.

Get help with planning. If you have a Team of Health & Safety Professionals, lean on them for ideas. Have them listen to your presentation before the CEO's turn. If this is not possible present to your HR and Learning & Development Managers. Even lean on family and friends for ideas. Many of them will have creative minds, and of course some will have streamlined business minds. If you don't have a Team within the Business, video yourself presenting. Watch it back, and with self-awareness and brutal honesty, improve where improvements are needed. But remember if it is NOT broken, it won't need fixing.

The four elements of verbal delivery are:

Rate … speed at which you speak
Volume … loudness or softness
Pitch … high or low inflections
Pauses … short pauses to punch key words

The verbal equivalent of a highlighter is to raise or lower the volume of your voice; change the speed at which you deliver the words; and/ or set aside the key word or phrase with a pause before or after voicing it. Speak in a conversational tone.

On www.ted.com watch *Bryan Stevenson's* 8,839,152 viewed TED Talk *''We need to talk about an injustice''* where he speaks with a natural, conversational and highly authentic voice.

On *YouTube* watch *Dr. Jill Bolte Taylor's ''The Neuroanatomical Transformation of the Teenage Brain''* where as a great speaker she acts out her story.

Choose the words that best communicate your key messages, and using the 4 elements *Rate* … *Volume* … *Pitch* … *Pauses* … practise the most effective way of delivering those words.

PART 2. NOVEL

Secret 4. Teach Me Something New

As detailed in the *Heath* Brothers' Unexpected part of SUCCES, *Carmine Gallo* agrees that making your pitch unique whilst stirring up unexpectedness will get your audience's attention. When you get a *jaw-drop* you can put so much information into that mind. Reveal information that's completely new to your audience, packaged differently, offering a fresh and novel way to solve an old problem.

If you relate your topic by teaching something new they can use in their daily lives, you'll hook them. The CEO watches a tonne of presentations of which most are dry, confusing and boring. They expect dry charts.

Deliver data in a refreshing way. Give them a new way of looking at their world, their Business. If you deliver the same tired information in the same boring way you will fail to get noticed. Send the CEO out of your presentation* making a remark about it.

Lastly on the theme of 'new', send the CEO in with some sort of boring meeting title like ... 'Manual Handling Risk Management' ... and expect them to have limited attention at the start. As every one of your 18-minutes counts, send them in with a Presentation Title that intrigues. What intriguing Titles can you think of? Write them here.

Intriguing Title Option 1 ...

Intriguing Title Option 2 ...

Intriguing Title Option 3 ...

Secret 5. Deliver Jaw-Dropping Moments

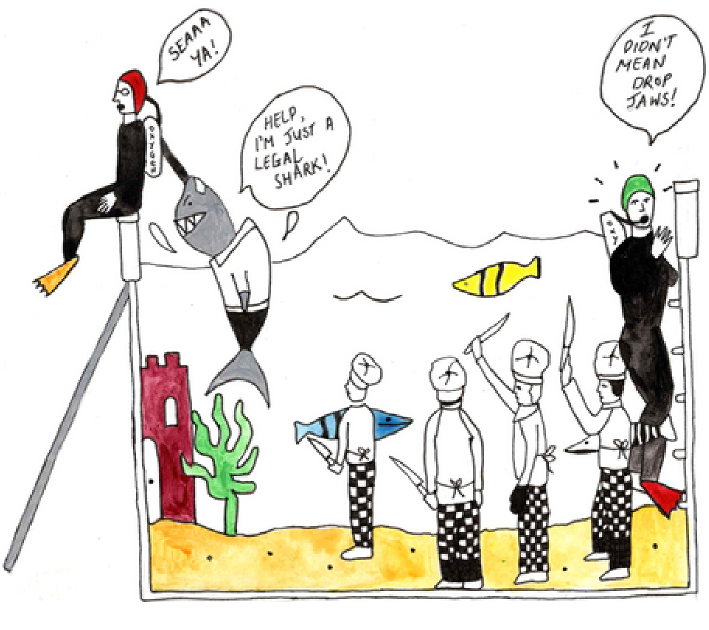
As described in *Talk Like TED*, the Co-Founder of *Microsoft Bill Gates* delivered a crowd jaw-dropping moment on the TED stage in 2009 with his Talk *''Mosquitos, malaria and education''*. Of course, he would have had the attention of the audience regardless of his content and delivery techniques … he's *Bill Gates*. There were visually engaging slides, stories, hand gestures and light-hearted humour, in what was a serious subject. At 5 minutes *Gates* delivers his jaw-dropping moment bending forward to open a container of mosquitos declaring …

*That was remarkable.

''I brought some here, just so you could experience this.
We'll let those roam around the auditorium a little bit."

The audience erupts in laughter as the cameramen snap away. Some people looked visibly shocked that mosquitos with malaria were now flying around them. Of course, Gates declared that they were not malaria carrying. To the relief of many. This moment lasted only 25 seconds, but with it, Gates submerged the audience into his core message. Before we carry on, put down *Sorry! We're Closed* and watch *Gates'* TED Talk on www.ted.com

A jaw-dropping moment is there to shock your audience. It's an unexpected*, different, emotionally charged event; whether positive or negative. It hooks your audience into your presentation, opening them up to your ideas. If you connect to an audience's emotional responses then they will perceive the information more vividly, be less distracted, and will be more likely to remember it. Use very concrete** and meaningful examples to illustrate potentially abstract points. Use images skillfully, whether they are beautiful, surprising or even disgusting***. **How can YOU drop the CEO's jaws?**



*Remember the sticky SUCCES
**SUCCES … Simple Unexpected Concrete Credible Emotional Stories. Concrete SUCCES into your memory banks.
***That's a hint.

Secret 6. Lighten Up

In the Book *Content Machine* written by *Dan Norris* he states *'' Adding some humour into what you already do can be an epic way of getting attention … delivering serious messages in a fun and quirky way. ''*

Humour is defined as … the quality of being amusing or comic, especially as expressed in literature or speech.

A sense of humour is a person's ability to perceive humour or appreciate a joke.

In *Talk Like TED Carmine Gallo* says if you combine humour and novelty, you've got presentation gold. Humour relieves presentation tension. It makes you appear more human. This doesn't mean tell jokes. Leave this for Comedians *LIVE at the Apollo*. The safest humour involves personal stories, because they are guaranteed to be original and can easily be practiced and perfected.

Don't take yourself or your topic too seriously. Give the CEO something to smile about. Imagine the daily responsibility on their shoulders. Relax them. Give them a massage*. A happy ending.** Humour will help you communicate a difficult message; that difficult message being you are asking for their money.

Humour lowers defences, making your audience more receptive to your message. Humour also makes you seem more likable ... the connection part of *Jordan Belfort's* TRUST and CONNECTION; and people are more willing to support someone they like. With just the right level of humour, the CEO will more likely remember your message and act upon it.

In Clinical Psychologist *Rod Martin's* Book *The Psychology of Humour*, *Martin* states that humour is used as an 'ingratiation tactic' making it easier to be accepted in a group.

*Their Ego … that is. It may be big.
**Certainly not.

Carmine Gallo states 5 ways of adding humour to your presentation:

1. Anecdotes, Observations & Personal Stories. Weave humour into the narrative. With personal stories, if you found the humour in it, others will likely too.

2. Analogies. An analogy is a comparison that points out the similarities between 2 different things. We saw the recommendation of analogy use earlier in **S**UCCES from *Made to Stick*. Analogies dodge the 'Curse of Knowledge' and help explain complex topics, often bringing a smile to your listener.

3. Quotes ... creatively added and relevant quotes break up your slides and give the audience a mental break. They don't have to be only famous people's quotes, just ones that are proven funny, or ones that you add humour to with your comment.

4. Video. Very few people use video clips in presentations, even in TED Talks. Video, however, is a very effective way of bringing humour into a presentation; it takes the pressure off you to be funny.

5. Photos. Creatively choosing photos that act as metaphors for the problems NOT managing Manual Handling Risk Management will cause.

Lighten up your presentation with Video and Photos. Most PowerPoint presentations are dull and uninteresting because they have so little, if any, emotional impact. Lighten the mood with a humorous video and photo.

In British Journalist and Author *Rose George's* nearly 2 million viewed TED Talk *''Let's talk crap. Seriously''* her rapid use of humour engaged me into her serious topic. Here's my appraisal of her excellent TED Talk.

- Smiled regularly showing her experience of public speaking
- Paused after the humour to let the audience laugh and enjoy the moment
- After a few humour points her voice changed to a quicker pace with deeper and louder tonality; displaying her seriousness in the topic AND the seriousness of the topic
- At this point she hits them with an unexpected and shocking statistic. The crowd goes quiet as they attentively listen

- *Rose* hits the crowd with a photo. Any more humour and it will detract from her message. The photo backed up with a statistic … was shocking
- It was getting almost too serious and then she gave the audience a smile with another surprising photo, this time funny
- *Rose* expertly grabs your emotions going from the funny to the emotively shocking, pulling you in to her crusade
- The overall pace of her words, with regular pauses helps you take the information in
- Her use of analogy, liking ‘Diarrhea’ to a ‘Weapon of mass destruction’ really resonates
- She engaged with the audience by looking at different people, using good hand gestures
- She future paced the audience giving them a concrete vision of a better outlook
- Her use of conversational language made you relate with her and her topic

Rose George didn’t try to force her audience to laugh. All she did was reveal the humour in a particular situation. With the perfect balance of humour and sobering insight, she gripped her audience. You don’t have to go for a laugh, but at least try and elicit a smile. Your *Open the CEO’s Wallet* presentation must INFORM and EDUCATE, give INSIGHT **AND** ENTERTAIN. Your audience is turned on by humour. Arouse them.

PART 3. MEMORABLE

<u>Secret 7. Stick to the 18-Minute Rule</u>

TED CEO *Chris Anderson* states... *‘‘18 minutes is long enough to be serious and short enough to hold people’s attention.’’*

You might be thinking … *Gareth, getting 5 minutes to present about MSD Risk Management is a tall task in itself … but 18 whole minutes!?* If you just thought that, put your foot down and enforce it. In the content of your email to the CEO (and hopefully not their PA*) write … ‘My Business-Crucial Musculoskeletal Disorder & Manual Handling Risk Management Proposal will take NO LESS than 18 minutes.’ Ok, maybe write ‘no less’. The capitals might sound a bit aggressive. Remember, people get offended by absolutely nothing these days. People including **C**ommonly **E**gotistical **O**rchestrators.

*Private Arse-licker.

Listening is an exhausting activity because the learner is continually adding material to be remembered and retrieved. The brain gets tired easily. Researchers have discovered that 'cognitive backlog' i.e. too much information prevents the transmission of ideas.

In 1962 American President *John F Kennedy's* thought provoking 17 minute 40 second *''Go to the moon''* speech delivered a short inspiring message. Take a watch now on *YouTube*. Amazingly emotive. The phrase *''We must be bold''* resonated with me. He also used an Anaphora repeating a number of times *''It will be done.''*

You likely think you have too much to say and that you can't possibly deliver all your content in 18-minutes. Push hard to achieve this. Your presentation will be far more impactful and creative simply by going through the exercise of making it so. Personally, this reminds me of *LinkedIn* posts compared to *Twitter* posts. With thought, you can condense the *LinkedIn* (potential) waffle to the *Twitter* enforced laser-guidance to your core message.

18 is the natural number following 17 and preceding 19. At 18 we can vote. At 18 we can own property and get a credit card. At 18 we can undertake jury service and get married. At 18-minutes your audience will be taught something new … and they won't have to wait long for it. Has 18 stuck? If not, make it stick.

Hints

- Have some *Lucozade* or *Monster Energy* in the Presentation room as well as the fresh coffee for you and your audience
- In your prep, print out the Presentation and your Proposal and give to the CEO, as well as the Finance and Procurement Directors **BUT AT THE END OF YOUR PRESENTATION**. Don't display that you have print outs for them. Keep the print outs in your work bag on the floor under a desk, out of their sight. If you display that you have printed them, some may switch off if they have other matters easily entering their thoughts

Secret 8. Paint a Mental Picture with Multisensory Experiences

British inventor *Michael Pritchard's* over 5 million times viewed TED Talk *''How to make filthy water drinkable''* feeds our brain its craving of multimedia learning. Give his TED Talk a watch now on www.ted.com. *Pritchard's* use of photos and props stimulate the audience's Visual brain centres; their Auditory brain centres with the sound of pouring the filthy water into the tank; and even the Cameraman's Olfactory brain centre when asking him to smell the pond water. With *Pritchard's* use of props, it's rather like watching a Magician, with you thinking ... *What's coming next?* For example the jerry can that processes even more water than the LifeSaver® Water Purifier. *Pritchard* even asks *TED* CEO *Chris Anderson* to 'test for himself' offering him the (only seconds-ago pond) water to drink. You will recall 'Testable Credentials' from SUCCES in *Made to Stick*. *Michael Pritchard's* TED Talk* is essentially an investment pitch; armed with ted.com … the world's CEOs were his audience.

When your audience has a low prior knowledge of the information you are presenting, using Verbal and Visual models will mentally connect your messages into their minds. Powerful words as well as powerful, captivating visual images will enhance your message retention.

When you are storytelling use visually engaging slides without text. Text on slides will just distract. Be mindful of the picture superiority effect. Whether using *Microsoft's* PowerPoint, *Apple's* Keynote or canva.com make sure your presentation is professional design quality. Taking the time, in your personal time, to become adept at presentation creation will stand you in good stead, for the now, and for your business future.

Make sure numbers and data are visually appealing. Charts and graphs ... limit them. Share the stories behind the data. Avoid bullet points and wordy slides like you would the plague. After a data slide … don't have another data slide. Slide from a data slide to an engaging image. Or better still, include background pictures to data, pie charts, tables and graphs.

*Check out the remarkable *LifeSaver® Water Purifiers* via iconlifesaver.com

Coupled with the power of your words (supported by your pitch, rate, volume, intensity, pauses, articulation) … create a visual imprint in the CEO's mind. Help them to feel your presentation. Step outside the slides. Build in demonstration props. Ask the CEO to join in with the prop for them to see and touch. OK. As a reminder, your objective is to raise financial investment for the *Upstream* approach to Workplace Musculoskeletal Disorders. In the space below write down your ideas for props that will give your CEO an unexpected, maybe shocking, multisensory experience.

Secret 9. Stay in Your Lane

In *Talk Like TED Carmine Gallo* states *''Be authentic, open and transparent. Most people can spot a phony. If you try to be something or someone you're not, you'll fail to gain the trust of your audience. Speak from the heart.''*

You can read my Blog Post of *Open the CEO's Wallet* via www.osteopathicsolutions-manualhandling.co.uk/osteopathic-solutions-blogs where you can join me in a deeper look at how to **Become a Public Speaking Expert.**

In the Blog you will be able to download a visually engaging *Open the CEO's Wallet* Presentation template, as well as the *minute-by-minute* 18-minute Presentation Infographic.

Communicating with The Four Types of Human Behaviour

Ok, so you may not be drinking or golf buddies with the CEO, but you will have heard from many … what their personality is like? In Behavioural Expert *Thomas Erikson's* phenomenal Book ***Surrounded by Idiots: The Four Types of Human Behaviour***, *Erikson* helps you understand those who cannot be understood. *Erikson* describes one of the world's most used methods to sort out the differences in human communication. It is a method coming from the famous DISA profiles, that use a colour scheme of **RED** … **YELLOW** … **GREEN** … **BLUE** as a base to describe different behaviour and personalities.

RED. Natural Leaders who like to take charge. They make quick decisions. Focus on results. Always want to win. They are so competitive that they might want to win playing video games with their 6 year old. Reds like to be the Boss and tell people what to do. Tend to be straight forward and blunt. Sometimes how intense they act can come across as too pushy, which can hurt others' feelings.

YELLOW. Inspiring. Love to talk. You hear them before you see them as they are always talking to everyone. Generally happy, friendly and love to cheer others on. They want to include everyone and make sure all are having a good time. Always come up with new, creative ideas. However, they don't always finish what they start. They like thinking about ideas rather than working on them and completing them.

GREEN. Stable. Quiet and reliable. They are always there for their friends and Team. They are the calmest of the 4 colours. They don't like change, loud arguments or surprises. They find it hard to voice their thoughts or handle tricky situations. Like routines and schedules. They want to know what to expect each day.

BLUE. Analytical. Think carefully and want everything to be perfect. They notice little details that others might miss, as they hate to make mistakes. Double check their work all the time. If you gave a Blue a 50-page instruction manual, they would read every word and then ask for more. Blues can struggle making decisions, and seeing the big picture as they can get lost in the details.

This *YouTube* Channel has an excellent summary Video www.youtube.com/@littlebitbetter7

Generally, we are a mixture of 2 colours. Some have 3 colours in them. Some may be a couple of colours at work, and outside work, those colours are suppressed. In running *Osteopathic Solutions Ltd* I am a typical RED with a lot of BLUE. In my spare time, the RED reduces and YELLOW appears more. GREEN behaviour never enters my life.

Not only will reading and listening to *Surrounded by Idiots* help you to understand the CEO, it will help you understand yourself more, and why you do … what you do. An established method to come to an understanding about others is to first understand yourself. **So, what colours are you?**

Although I have only touched upon this awesome 'life upskilling' Book in this short *Essay*, in the *Open the CEO's Wallet* Blog, we take a detailed look into the key ways you can effectively communicate with the RED CEOs and RED/ YELLOW CEOs. We uncover what personality traits they have. We will also uncover the BLUE of a Finance Director. That will be fun*. OK, I can hear you're itching to get to the nitty-gritty of *Open the CEO's Wallet*. Well then, here's the nitty-gritty.

*Not.

MSD Risk Reduction Investment … some Figures

Let's take one of *Osteopathic Solutions* most popular Digital Training Products. Our 15 Minute ***Bespoke Manual Handling Training DVD* Video*** which is a fixed cost of £4,995 via Purchase Order, with a saving of £500 … for your Xmas Bash … if your CEO gets out their *Chase Sapphire Reserve* Credit Card and Buys Online.

At the start of *Sorry! We're Closed* we saw **True Story of Business Regret 3** where *Fine Ships Ltd* had to pay £160,980 to *Mr. Goddard* for his successful Injury at Work Claim following a prolapsed disc in his lower back due to his employer's negligence. Some simple 9 year old mathematics now.

4495
(cost of Bespoke Manual Handling Video)
÷
160980
(cost of pay out in Court)
= 0.0279

Let's turn the decimal into a percentage.

0.0279
x
100
= 2.79%

Let's round it up to 3%. So, here's an effective Digital Training Product, with a fixed one-off cost that details to your CEO's employees exactly how they should perform their Manual Handling tasks … <u>Optimal Handling</u> style. This Video is technically a Legal Document, that is ready to defend your CEO's Business in Court, and it is ONLY 3% of a successful Ex-Employee** Prolapsed Spinal Disc Injury at Work Claim.

*If you Google *Bespoke Manual Handling Training DVD* where do we come up? A hint … Gold and Silver. That's SEO impressiveness. Suggestive of a subject Expert.

**I say Ex in front of Employee as they aren't going to contribute anything to the Business anymore.

Prolapsed discs happen. I should know. As an Osteopath I used to clinically treat them. Generally, the man (aged between 30-45 years old) would be waiting in the clinic reception, standing, leaning against the wall. He would then hobble into the Clinic Room where he would refuse to sit down. You would see if he could lie on his side on the treatment plinth. He would do this very slowly, in a huge amount of pain. The history of injury onset would be a lifting incident at work, rarely at home. With some basic Neurological Clinical tests, the lower back muscle spasm, the onset, the history of lower back pain and the description of the pain and the shooting pain down the leg (s) you would diagnose a Prolapsed Disc and perform a side lying treatment using gentle muscle spasm release, Craniosacral Technique, Interferential Electrotherapy and Therapeutic Ultrasound (see *Essay 33 - Grow the Osteopathic Profession*) ... and then give them a taxi and a ticket to A&E.

Osteopathic Solutions Manual Handling & Ergonomic Risk Assessment Full-Site Consultancy & Musculoskeletal Disorder Risk Reduction Report* is a fixed cost of £3995. That's 2.48% of *Mr. Goddard's* £160k pay out. In our Reports our Occupational Osteopaths detail the types of musculoskeletal disorders that are likely from the task as well as the Risk Level of it happening. Hopefully your CEO's Business doesn't have any purples. As a reminder at the end of this Book you can find a list of £s pay outs for a variety of Workplace Musculoskeletal Disorders.

We will revisit this **Small Investment vs. Huge Business Loss** theme during the 18-minute Presentation in this *Essay*, as well as taking a look at the highly likely Fox Malingerer we saw in *Essay 5* in the Blog.

*Short of time to carry out Manual Handling Risk Assessments and write Risk Reduction Management Reports? *Osteopathic Solutions* provide documented MSD Risk Reduction Solutions to awkward and high risk Manual Handling tasks ... the perfect ammunition to *Open the CEO's Wallet.*

Check out www.osteopathicsolutions-manualhandling.co.uk/manual-handling-risk-assessment

Your 18-Minute Open the CEO's Wallet Presentation

Before we start, *Open the CEO's Wallet* is the 2024 version of *Essay 42*. When I first published the Book in 2022, I envisaged its original *Essay 42 … Jump off the Scamdemic Bandwagon* would be no longer in the second publishing. But we have kept it in this edition (at the back of the Book) as sadly COVID's effects are still apparent with one Health & Safety Professional saying to me very recently *''It's gone back 30 years since COVID … all Directors are interested in is ... Get the product out, get the product out!!''*

Since COVID the UK CEO <u>AND</u> Health & Safety Community has forgotten about Manual Handling & MSD Risk Management. What damage has been done in that time? To peoples' bodies I mean. How many Injury at Work Claim payouts are simply … **around the corner?**

2 questions … 1. Does your Business have heavy, repetitive, awkward Manual Handling tasks, loads and environments? … 2. Would you shirk at doing them for a week, or even maybe a day? Would your CEO? Likely so.

My point is with these serious, huge financial payouts coming in the next 12 months, or maybe sooner, it's time to email … WHOA … I slipped into 21st century 'communication' there … it's time to give the CEO or their **P**ersonal **A**rselicker an old-fashioned telephone call and get that *Open the CEO's Wallet* meeting where you will persuade the hell out of them using your kick-arse 18-minute Presentation to get their *Chase Sapphire Reserve* Credit Card out and give it to you for your *Expedia* booking … sadly not … their Business's Risk Management. It's not all about *'get the product out'*.

You will recall *Essay 3 … Do a Branson!* It simply is in the CEO's benefit of doing the jobs they are paying people to do. Forget the Health & Safety side for 20 seconds. It is beyond beneficial that they see the problems and inefficiencies these jobs have. Let's be honest, it is only really the CEO that uber-cares about their Business. Having the most caring person in the Business (yep, I know. allow me) help improve the day-to-day operations is crucial to continued business success. Now back to Health & Safety. With the CEO doing a Branson, a testable credential i.e. see for yourself how hazardous and physically demanding YOUR jobs are …. they might just suffer an MSD, themselves … GREAT!

So now bringing *Open the CEO's Wallet* ALL … Together. Your 18-Minute Jaw-Dropping Delivery incorporating the key themes of *Upstream*, *Straight Line Selling*, *Made to Stick*, *Talk Like TED* … surrounded by a few Idiots.*
What you will need with you:

- Paperback copy of *Upstream* by *Dan Heath* to give to the CEO*
- Paperback copy of *Sorry! We're Closed* to give to the CEO*
- Your laptop with a *Kensington* PowerPointer Presentation Remote
- Props. We will discover these shortly.
- A really big screen

0 seconds to 2 minutes … Introduction

Does this introduction resonate with you?

''I believe people should be free to go to work and NOT hurt themselves from the enforced tasks they do. I believe their employment should have NO damaging effect on their quality of life. At (INSERT COMPANY NAME) we ALL need to believe this. We ALL need to care.''

''Why should you care?''

Then use an Anaphora.

''You should care because injuries slow our Workforce down. Less productive. Smaller profits.''
''You should care because if our Workforce see you care, they will stay longer.''
''You should care because the HSE will come down on us, that's if you don't care.''
''You should care because a serious back injury will cost us £160,000.''
''You should care because INSERT COMPANY NAME is YOUR Business.''

*The Finance Director** and Procurement Director** who think it's their personal money. I know you are thinking that.
**Or those Idiots if the CEO is on sun lounger sipping a cocktail.

''Each one of INSERT COMPANY NAME's employees' lives matter a lot. There is a personal story behind every uniform.''

Talk like TED speaking with passion focusing on *Rate … Volume … Pitch … Pauses*. Make sure you start as you mean to go on. A poor start could lose them for the rest of the presentation. If you know that your CEO has 'chucked bags' then ask them the following open question …

''How did you find your day?''

A lot about selling is letting the prospect speak and convince themselves. Your prospect being the CEO, listen and let them speak. At this point they might start the process and get their wallet out of their pocket.

Even if they have, hit them with a short 1 minute video (with all separate task clips edited together for presentation slickness and time efficiency) that visualises the hard, physical jobs their money-makers do. The Concrete part of SUCCES. As the tasks play speak briefly about issues with the task and the risk level of MSDs.

2 minutes to 4 minutes … Your Core Message

What you want investment for. What are the problem tasks, loads and environments. Is it Manual Handling equipment you want investment for? Is it Bespoke Workforce Training? Do you need Instructors qualified? Is it an external opinion on Manual Handling Risk and Ergonomic Assessment? Is it a Bespoke Manual Handling DVD Video? Having slides with visuals will help. *Names, names, names.* As you have read *Made to Stick* by the *Heath* brothers you will recall this. SUCCES ... making your Core Message more credible.

''*Our Manual Handling Risk Management Expert Advisors Osteopathic Solutions Ltd* have recommend X, Y, Z.''*
''Our Insurers INSERT NAME have recommended A, B, C.''
''Our Procurement Director INSERT NAME says we need to do this now.''
'*'Our Operations Director INSERT NAME says this investment is crucial to keep production and our quality of service high.''*

*Could be if you wanted it to be.

The more you make this a collective request the better. The *Upstream* approach.

<u>4 minutes to 6 minutes … Future Pace</u>

Now become the *Wolf of Wall Street*. But you are not starting this 2 minutes by future pacing them to a place of further wealth, you are putting the images in their head of big financial losses. With the world becoming more and more expensive to live in, plus the growth of greed, both personal and Corporate, even 'basic' Injury at Work Claims will rise. Faking a back injury is so easy, what with being surrounded by Occupational Health Companies with Nurses and Doctors whose knowledge of how to diagnose spinal conditions is poor at its very best. A 40 year old man could join your Business, with an underlying degenerative disc at the L5/ S1 level (the lower back where the spine meets the pelvis), NOT have received Manual Handling Training in the first few months, and then go off work with a back injury; then progressing it with an MRI scan, and they find a slight tear of his disc; and there you have a 30 grand payout. It's that easy. It's that possible. Has this happened on your watch?

Present using your visually engaging slide of Injury at Work payouts, the potential damage to the CEO's Business. Then hit them with an appeal to their self-interest.

''What could this cost YOU?''

Then use the analogy of the 2 claims that will hit the Business over the next 12 months, each for £160k, that represent the CEO's nice holiday home in the sun with a pool. Then their supercar (of your choice. Mine would be a *Lamborghini Aventador*). Make those images SU<u>C</u>CES … i.e. Concrete with images. You may think … *Gareth, this is a bit bold. I don't have the confidence to do that. They're the CEO remember!*

In *Dan Norris'* excellent Book *Content Machine* he says it's the differentiation from your competitors (in your case your predecessors) that will get you noticed. Get noticed. Get your ideas across. Be bold. Take a risk. Get that investment. You're the *Wolf* in these 2 minutes remember.

6 minutes to 11 minutes … Drop the CEO's Jaws

Recall from both your reading and listening to *Talk Like TED* that Jaw-Dropping Moments arouse emotions. The CEO's brain will recall an emotionally vivid event. Emotionally arousing means paying attention.

OK, you are not *Bill Gates* letting out mosquitos on the *TED* stage. But here are some moments you can introduce that will drop jaws. The CEO and their Team of pocket holders will never have seen anything like it.

Jaw-Dropping Moment 1 … Meaty

Go to your nearest Farm Butcher and ask for a vertebra of a cow or pig, including some soft tissue, like ligament and spinal disc. Also buy a shoulder joint. When you get home wrap them in cellophane and put them in the freezer up to the presentation day. Before you bring it out of a box whilst presenting, have your image of a prolapsed disc shown on the screen. This should include an image of a real disc, an MRI and a graphic, all available on *Google* images.

''Here is a prolapsed spinal disc at the base of someone's spine …
and here I have one with me.''

Watch the shock on the CEO's face. Now move onto the slide that details bone on bone in someone's hip. An X-ray image should suffice. Now bring out the real shoulder joint. Hand it around. Get it across to the CEO of the specific Manual Handling tasks they pay people to do, that will lead to bone on bone (i.e. debilitating pain and disability) in peoples' backs, necks, hips and knees … especially if you don't get your investment from them.

Jaw-Dropping Moment 2 … Narcotics

People with severe chronic pain from joint osteoarthritis and/ or spinal disc injuries will commonly take around 4-6 *Tramadol* tablets, 2 *Naproxen* and *Diazepam* every day. Some will take some Anti-Depressants as they can have a positive effect on chronic pain, coupled with helping the negative mind effects of chronic pain. So that's around 330 tablets a month. Over 4000 per year. Literally take a small bucket and fill it with 330 tablets.

''This is how many tablets people with chronic pain take per month.''

As you say this tip the bucket of tablets on the table so that they reach the CEO's seating position. Give them a few seconds to take it all in. Then show them the image on the screen of a stomach ulcer saying …

''*And this is what many will get from this concoction of drugs, and possibly alcohol addiction.*''

Show them a few slides of chronic alcohol addiction.

''*And if they are lucky … they won't suffer from this through the side effects of the opiate painkillers.*''

Bring the image up of a constipated person sitting on a toilet. Then give them an image of stomach ulcer surgery; then another image of an alcoholic.

''*Our People don't want this … nobody does.*''

Then bring up an image of a man lifting his kid.

''*They want to live their life normally … pain and injury free. Why should INSERT BUSINESS NAME cause these life ruining injuries?*''

With this last part of Moment 2, you may NOT want to put it in. You must have gauged your CEO first. Do they have a sense of humour? Bring up a socially acceptable image of sexual relations between a man and a woman.

''*Life ruining … includes a couple's sex life.*''

With these last two parts, you are throwing in an emotive image of the Dad with their child, then a funny, even naughty moment of the sex scene. Shocking. Memorable. Persuasive.

Jaw-Dropping Moment 3 … A Jammy Moment

Paint a Mental Picture with Multisensory Experiences. Remember that from earlier in *Talk Like TED*? Healthy spinal discs are full of an organic gel called the nucleus pulposus. It's rather like jam.

Get a syringe, pull in some jam and inject the hell out of some doughnuts. Have fun and go for the *Guinness Book of Records*, in how much jam a doughnut can keep in it without bursting. At the Presentation briefly discuss how lower back spinal disc injuries happen and what symptoms they give. Have some images of INSERT BUSINESS NAME'S highest risk (for MSDs) Manual Handling tasks with an image of disc injury on the same slide.

"Our Operatives could lift this … and BOOM!
This spinal disc at the bottom of their back bursts.
Now can I ask you all to hit down hard on that box in front of you."

Ask them to open up their boxes and then say to them …

"That's what their lower back disc looks like inside now."

Deliver your Jaw-Dropping Moments … **deliver your *Wow!* Moments.**

11 minutes to 14 minutes … Statistics Nerd
Firstly, Manual Handling Lost Time Accidents and Injury at Work Claims. In *Talk Like TED Carmine Gallo* says deliver statistics in a new and novel way. You could have envelopes on the desk that are closed. To present the statistic ask the CEO to open theirs and them say the number, maybe even showing the number to the group, rather like a game show. Also, you could get some balloon numbers from a party shop. This would work well with a Musculoskeletal Disorder Injury at Work Claim payout. Each person having their own number. You might need 4-5 numbers. Give the start to the CEO … like the number 30 … say if it was a £30,000 pay out. That might resonate more.

Of course, when accident stats aren't that bad, and say there have been zero Claims in the last 2-3 years, this is where statistics can be misleading making out there isn't a problem. This is where *Osteopathic Solutions* Musculoskeletal Disorder Score Form can help. A few weeks before the *Open the CEO's Wallet* meeting, make sure ALL employees complete this form. Remember this scores pain levels across people's bodies. Just because they are coming to work doesn't mean they are not struggling with an injury, and in moderate-high pain.

Now collecting and displaying this very useful data. If you have employees who work in different divisions or operational groups batch their Score Forms together and average their **Total Pain Score**. If you have employees who basically do one job, one Manual Handling task, batch their Score Forms together and average their Total Pain Score.

Now the presentation of this data. Going back to your core message, the principle reasons or perhaps single reason for your investment pitch. Have the Total Pain Score on a single column graph with a photo behind of the Manual Handling task that is creating such a high score. As you have performed* a Risk & Ergonomic Assessment of the task, now show an image of the musculoskeletal disorder this task is high risk for causing. Say for example it is a shoulder injury.

''Now can I ask the CEO to hold up the numbers 1 and 9. Tom the Procurement Director … hold up the number 2. Bill the Finance Director a zero. Theresa in Compliance can you hold up the other zero. Can I ask you all to stand up and move away from your chairs. Jim, from my Health & Safety Team … can you stand to the right of the CEO … and hold up the £ sign.''

Take a photo of them holding £19,200. Perhaps this could be emailed to the CEO.

14 minutes to 17 minutes … Personal Unexpected Stories

Earlier you were asked the question … What stories can you tell? Feel free to share your stories by messaging me on *LinkedIn*. I'd love to hear them.

What could be a personal unexpected story you could detail? And no, you haven't paid a Private Investigator to trawl up some dirt on your CEO. Although that would be personal and somewhat unexpected for them.

Why not bring in a surprise guest?

***If you don't have the time** … our Occupational Osteopaths are at the ready! Check out our Manual Handling & Ergonomic Risk Assessment & resulting MSD Risk Reduction Reports on www.osteopathicsolutions-manualhandling.co.uk/manual-handling-risk-assessment

A surprise guest will be hard to get, but why not push the boundaries? Before we look at who this surprise guest is, if INSERT BUSINESS NAME has had an employee who consistently (or for a long time) went on sick leave due to a musculoskeletal injury and through your Risk and Ergonomic Assessment there were a number of MSD Risk Reduction measures identified with their Manual Handling tasks, with the majority soon actioned, which ultimately reduced (or cut to zero) his absence ... you could likely use this story in your presentation. We had this problem. We proposed these solutions. We spent the money to action these solutions. Problem no longer. But how can you make this story an impact moment? The surprise guest could be the employee themselves. Yes, you would need to work this with the HR Ninjas. Yes, it will take some sales and persuasion with the employee. Maybe they get free lunches for a month. Remember self-interest. Their story will be much more than *''My back hurt … they made my job easier … my back didn't hurt''*. If they are pulled in by the month of free lunches* then find out their personal story. What effects did it have on their life outside of work? Dig deep. Work with them to structure a Personal Story short presentation **that the employee will personally present.** We look into this in more detail in the Blog version of *Open the CEO's Wallet.*

If you don't have the opportunity for an employee Personal Story as just described … nil desperandum! What did you read earlier in *Sorry! We're Closed*? ... 7 True Stories of Business Regret. Simply use one of the 7 stories that you connect the most with. Use visual slides, props and sounds (Multisensory Experiences) that enhance the story, bringing it more to life in the minds of the audience.

You have likely been around the Health & Safety block. What Personal Stories do you have? What successes in Manual Handling and MSD Risk Management have you achieved? Showcase your victories. Showcase your ability at getting results. The *Sinatra* Test … *'If I made it there, I'll make it anywhere'*. Just don't sing.

Talk Like TED **Note:** When you tell a story, use metaphors, analogies and vivid language, but eliminate clichés, buzzwords and jargon. Your audience will tune out phrases they've heard a million times.

*Well, I would.

What about this idea?! If you have some spare coins in your Health & Safety box, you could request a local Osteopath to join in; at their Clinic filming them talking about the life damaging effects of chronic MSDs.

" What is a disc injury like to live with."
" What is osteoarthritis in the knees like to live with."

A video of only a couple of minutes is needed. This credible narration (SUC<u>C</u>ES) from an Authority teaches the CEO … *'something new'*.

17 minutes to 18 minutes … The Finale

And finally, a 1 minute summary of what you have presented. A reminder … don't let it go over 18-minutes. This is the tipping point. Any more and you will lose this important point of change stimulation. Use an anaphora. Something like …

''We have seen the problem itself …'' (ELABORATE BRIEFLY)

''We have seen the personal story of …''

''We have seen the blood and guts of musculoskeletal injuries.''

''We have seen the devasting damage to peoples' lives from chronic pain.''

''We have seen the highly likely financial loss for INSERT BUSINESS NAME.''

''If we don't act … you may receive this post card from the ex-employee's holiday of a lifetime, that you have paid for!''

*''It's time CEO … to open your wallet!''**

On the screen show the CEO that post card. Maybe even give them the real thing. You will find it on the Blog version available to download and print.

*OK. Don't say that last sentence. But it's tempting … isn't it?!

I'm hearing you say …

''Gareth, is that it? After 50 pages of Open the CEO's Wallet teasing you give me that much?''

Firstly calm it. Deep breath in … and deep breath out. Feel better? Now for comprehensive detail of your 18-minute Presentation, as well as a downloadable Presentation Template and summary Infographic visit www.osteopathicsolutions-manualhandling.co.uk/open-the-ceos-wallet-blog-gareth-milner-osteopathic-solutions

How does this Presentation compare to the last one you did, or the last one you witnessed? Feel free to message me on *LinkedIn* with your thoughts.

Respect

Human relationships. Aren't they complex. Interactions between **REDs** **YELLOWs** **GREENs** **BLUEs**. Then there's human opinions. Baffling.

Being a CEO and Founder*… running your own Business is not all the fun it's cracked up to be. The long hours. The pressure. Hard decisions. The sheer relentlessness. Little time off especially if you are an SME Owner. Anyway, recently I went into a local Sports Shop at the weekend. And to let off some steam I thought it would be fun to put the boxing head gear and gloves on and fight with the punch bag. One young female **YELLOW** Shop Assistant found it hilarious. Another **BLUE** Shop Assistant berated me. You see what I mean … baffling.

What am I on about here? Well, it's the fact that humans are strange animals. You could be the *'best of the best'* in your Profession and what with some CEOs having zero values in your cause of Health and Safety; for them it's figures, figures … a short break … then more figures. And those figures have got to look appealing, in the black.

I ask you the question … **Does the CEO respect you?**

*I'm taking the piss with that one.

If there is little or no respect, then it may be the merry-go-round of Health & Safety appointments, much like in the football world.

To help increase respect, if you are aware that's needed, visit the Blog of *Open the CEO's Wallet* where we take a deeper look into the common personalities of CEOs and Finance Directors, and how to manipulate* them to respect you ... to the level you deserve.

As we bring *Open the CEO's Wallet* to a close let me pose this very valid point. Maybe the money just isn't there. Maybe you are not aware the Business is struggling. Revenues are down. Maybe the CEO has done what CEOs do best and has taken a big risk with an investment outside of the Business. A new venture perhaps. But maybe there are investments into this Business that may not bring great value. Maybe the refurbishment of the canteen could wait. Would the Employees prefer physically easier job tasks? More rotation? More Manual Handling Equipment? Understand and action Optimal Handling Techniques every task, load and environment? Would they prefer all of this compared to sitting in a staff canteen that had nice paintings on the wall and luxury cups of tea in fine mugs with the company logo on? Some would. The majority wouldn't.

As *Carmine Gallo* states in *Talk Like TED* ...

''Courage stands out. Courage gets noticed. Courage wins hearts and minds. Courage is what you need to deliver the presentation of your life.''

Be bold and achieve your most audacious goals.

It's time to …

GO OPEN** THAT CEO'S DARN WALLET!!

*Well, I am an Osteopath.
**And make Believers out of Sceptics.

Exercises

Get out your Mastercard or VISA and buy Paperback copies of the following Books for **ALL** the relevant CEOs, Directors and Procurement Peeps:

- *Sorry! We're Closed* by some bloke called *Gareth Milner*
  Visit www.osteopathicsolutions-manualhandling.co.uk/buy-online

- *Upstream: The Quest to Solve Problems Before They Happen* by *Dan Heath*
  https://heathbrothers.com/books/upstream
  https://heathbrothers.com/resources/overview

LinkedIn connect with *Dan Heath* www.linkedin.com/in/dan-heath-aa5a63147

If they prefer listening to AudioBooks both *Upstream* and *Sorry! We're Closed* are on www.audiobooks.com … *''Gareth!!*''* … *''That was that little Devil on my shoulder that told me to tell that fib. OK, I wish this Book was on AudioBooks.''*

You all can access the complete *Sorry! We're Closed* AudioBook including Open the CEO's Wallet via www.osteopathicsolutions-manualhandling.co.uk/health-and-safety-professional-development

Get out your Mastercard or VISA …*''God, Gareth! Do you think I am minted?''* … My reply … *''Do you want less bullshit in your job, or what?''* … and buy the following Books for your Personal and Professional Development and more importantly for the sun lounger at that All-Inclusive Resort with your favourite cocktail.**

- *Way of the Wolf: Straight Line Selling: Master the Art of Persuasion, Influence, and Success* written by *Jordan Belfort*. Visit https://jb.online/ where Courses include Straight Line Persuasion.

*That's the Devil we saw at the start of *Open the CEO's Wallet*, now on my shoulder.
**What's your favourite? Write yours here. Nice. Mine's a Cosmo.

Listen to the AudioBook for FREE on https://anyaudiobook.net/ or https://fulllengthaudiobook.com/?s=The+way+of+the+wolf

If this is NOT available for FREE online anymore, be careful with AudioBooks.com The last time I used my monthly credit I got Jordan speaking in German.

Watch *Jordan Belfort* giving TED style presentations on Tonality & Body Language via this rather random *YouTube* link https://youtu.be/vjj9qOxGCgk as well as his *YouTube* Channel via www.youtube.com/@wolfofwallst

- *Made to Stick: Why Some Ideas Survive and Others Die* written by *Chip & Dan Heath.*
  Visit https://heathbrothers.com/books/made-to-stick
  Listen to the AudioBook on AudioBooks.com

- *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds* written by *Carmine Gallo.* Visit www.carminegallo.com/talk-like-ted
  Watch *Carmine* on www.youtube.com/@CarmineGalloTV
  Listen to *Talk Like TED* for FREE on https://anyaudiobook.net/

- *Surrounded by Idiots: The Four Types of Human Behaviour* by *Thomas Erikson.*
  Visit www.surroundedbyidiots.com/en/books
  Listen to the AudioBook on AudioBooks.com

- *Surrounded by Bad Bosses (And Lazy Employees). Thomas Erikson's* follow-up Book will benefit you too.

- *The Psychology of Humour: 2nd Edition* by Clinical Psychologist *Rod Martin.*

Read my Blog Post of *Open the CEO's Wallet* where you will uncover a thorough version of this short Essay.

www.osteopathicsolutions-manualhandling.co.uk/blogs-2024

Within the Blog Post version you will find where you can download my Open the CEO's Wallet Infographic which details each part of your 18-minute Proposal Presentation.

You can listen to the AudioBook recording of this Essay via www.osteopathicsolutions-manualhandling.co.uk/podcasts

- Watch TED Talks on www.ted.com

On the next few pages are some of the TED Talks described in *Carmine Gallo's* Book with my opinions on The Good, sometimes The Bad and rarely the damn right Ugly. Watch them. Don't think of this as the W O R K word.

- Watch *Dragons' Den* investment pitches on www.youtube.com/@DragonsDenGlobal

With this you will gain invaluable insight into The Good, The Bad and The Ugly of People's Presentations.

- Presenting can be nerve-racking. If you easily get nervous, or you have a Psychopath of a **Red** CEO, performing a meditation through the App version of www.calm.com is the perfect way to take you from a nervous mind, to one that is centred, calm and empowered. My personal recommendation is listening to *Calm's* Head of Mindfulness *Tamara Levitt* and her remarkable *'7 Days of Calm'*.

Feel free to send me a message on *LinkedIn* with any further strategies you practise to *Open the CEO's Wallet* that I haven't covered on the Blog Post. **I'm all ears!**

And lastly, leaving you with a quote from *Talk Like TED* …

'Emotionalise your goal as theirs, and move them to act in your favour!'

TED Talks to Watch

Bryan Stevenson, Civil Rights Attorney *‘‘ We need to talk about an injustice ’’* in 2012. GOOD … *Bryan* lets the crowd have their time to laugh when something was funny. Hand movements were applicable to individual messages. BAD … No visuals, just him talking. Got boring in the middle part making me lose listening concentration.

Maisie Williams, Actress *‘‘ Don’t strive to be famous, strive to be talented ’’* in 2019. GOOD ... Some story telling about her struggle in early life and how she has triumphed from a difficult start. BAD ... No visuals. UGLY … The word *‘‘ I ’’* mentioned many times, which sounds self-congratulatory … self-aggrandising.

Tim Ferriss, Lifestyle Guru & Author *‘‘ Why you should define your fears instead of your goals ’’* in 2017. GOOD … Slides including 'The Cost of Inaction' that supported his Core Message. Engaged the audience at the end with a question. BAD ... A bit monotone at the same pace and voice level.

Shonda Rhimes, TV Producer & Screenwriter *‘‘ My Year of saying Yes to Everything ’’* in 2016. GOOD … Some emotion allowing audience to empathise with her story. BAD … No visuals. Just a story about her. UGLY … Too many mentions of the 'hum'. This got annoying.

Susan Cain, Lecturer & Author *‘‘ The Power of Introverts ’’* in 2012. GOOD … Final part underlined the Core Message. Some good story telling. BAD ... Way too much waffle for much of talk. Strange use of suitcase bag as a prop that didn't work or could have been improved easily. No visuals. UGLY … Dressed like she was on a night out with those ‘out-out’ boots. Let’s be mindful it WAS a TED Talk.

David Christian, Historian *‘‘ The history of our world in 18 minutes ’’* in 2011. GOOD … Nice level of passion, not too much. Started with a Video. Good use of slides which are visually engaging. Emotive finish with a photo of him and grandson. BAD … Could have perhaps had more photo images. UGLY … Finishing *‘‘Thank you for your attention’’*. A more impactful finish would have been as he said *‘‘... our beautiful planet’’*.

Steve Jobs, Co-Founder of *Apple* & majority Shareholder of *Pixar*. Stanford University Commencement Address (not a TED Talk) in 2005. GOOD … Presents his Business success stories but not in a showy, arrogant way. Also presents his personal growth through adversity. Clear messages. BAD … Read from script.

Bill Gates, Co-Founder of *Microsoft* and one of The Elites. *'' Mosquitos, malaria and education ''* in 2009. GOOD … Humorous, unexpected and somewhat controversial moment of letting out mosquitos. BAD … Minor use of sarcasm*. It's the TED stage let's remember. Rather boring and with this lost my attention. Went from mosquitos to teaching and back to infectious diseases.

Kevin Alloca, Technology Professional & Author *'' Why Videos go Viral ''* in 2011. GOOD ... Funny. Brought a laugh in with the surprise cat video then added another bigger laugh with a funnier cat video, raising the serotonin and endorphin levels in the brains of the audience. BAD … Only 7 minutes (but got the point across well).

Al Gore, Politician & Businessman *'' The case for optimism on climate change ''* in 2016. GOOD … Slides visually engaging with moving in text. Presented with passion. BAD ... The passion though creates for no change in speed of sentences. A lot to take in as 7 minutes over the 18-minute rule. Too many slides.

Sir *Ken Robinson*, Professor of Arts Education *'' Do schools kill creativity? ''* in 2006. GOOD … Humerous. Expert in content. Nice comfortable speed to listen to. BAD ... No visuals (although his content and presentation style maintains attention). Could have mixed up the speed of his speech.

*Some would say in my hyper-credible, engaging, insightful and educational Blog Post '' Not as Pristine as You are Led to Believe** '' … that I use a hefty dose of sarcasm. And I think they would be right. Sarcasm is defined as the use of irony to mock or convey contempt. Some would call it the lowest form of wit. They are likely right too. But its use can be funny.

**Read it here www.osteopathicsolutions-manualhandling.co.uk/blogs-2024

Tony Robbins, Author & Speaker *‘‘ Why we do what we do ’’* in 2006. GOOD … Passionate. Active in movement, energetically walking around. Involved audience individuals at front. Involved audience with questions like *‘‘Have you...?’’… ‘‘Who has ...?’’* Built in a small amount of his personal story; one that was believable and emotive. The perfect amount of humour. BAD … Spoke too quickly at times, came across as rushing. At times pacing too quickly around at times.

Sheryl Sandberg, Technology Executive & Writer *‘‘ Why we have too few women leaders ’’* in 2010. GOOD … Screen with her on camera. Credibility booster with reference to a study. Didn't deviate from theme. BAD … But the screen is way too big. No other visuals or props.

Aimee Mullins, Athlete *‘‘ The opportunity of adversity ’’* in 2009. GOOD ... Emotive subject for her and she showed her emotion. Looked the part even with her prosthetic legs. BAD … Appeared nervous at points. Referred to computer. No interesting visuals. Too long at 21 minutes.

Cameron Russell, Fashion Supermodel *‘‘ Looks aren't everything. Believe me, I'm a model ’’* in 2012. GOOD … Visuals were the content of her words. Honest theme. Looked the part. BAD … Only 9 minutes and at end like many others, didn't stand there to accept clapping and praise. An urgency to jump off the stage.

Matthieu Ricard, Biochemist turned Buddhist Monk *‘‘ The habits of happiness ’’* in 2004. GOOD ... Some of the content of note. BAD ... Waffling with no real structure. Overall boring. Just one camera view. Used visuals but of poor quality and rushed through them. Used visuals at the start and the end and not in between. Just stood still with little arm movements.

Larry Smith, Professor of Economics *‘‘ Why you will fail to have a great career ’’* in 2011. GOOD ... Passionate. Some humour but not overly funny. Good use of pauses; raises voice, even shouts. BAD ... Appeared an Expert but offered no background to why he is an Expert. Too much nervous energy like he had 10 coffees. Paced back and forth relentless.

Majora Carter, Urban Revitalization Strategist *‘‘ Greening the ghetto ’’* in 2006. GOOD ... Used some data. Some personal stories. Stories about others with photos. Gained my attention. Looked very presentable. BAD ... Looked at computer and not the audience. It felt like she was talking to her notes. Kept referring to them. Stood in the same position.

Dr. Jill Bolte Taylor, Neuroscientist *‘‘ My stroke of insight ’’* in 2008. GOOD ... Storytelling. Passionate. Emotional. Delivers a jaw-dropping moment with a real brain. BAD ... Too theatrical with all the arm moments.

Ernesto Sirolli, Economic Development Expert & Founder of the *Sirolli Institute ‘‘ Want to help someone? Shut up and listen! ’’* in 2008. GOOD ... Immediately started with an engaging and funny story. Passionate. Good hand movements. At 7 minutes 8 seconds *‘‘ Let me tell you a secret ’’* and really paused building the audience's interest. BAD ... Ended poorly with vague ending messages. Walked off the stage immediately.

Brene Brown, Researcher & Storyteller *‘‘ The power of vulnerability ’’* in 2010. GOOD ... Confident. Smiled. Some humour. Mixture of visual slides. BAD ... Slides a bit naff. Somewhat slow which made it boring.

Dan Ariely, Behavioral Economist *‘‘ Are we in control of our own decisions? ’’* in 2009. GOOD ... Immediately started with humour and relaxed. Good visuals; mix of images, graphs, funny images. Humorous throughout. Interesting content sticking to principle theme throughout. Came across as an Expert. Entertaining. BAD ... He didn't look the part. Drab clothes. Visuals were just slides. Stayed next to laptop.

Seth Godin, Entrepreneur, Author & Speaker *‘‘ How to get your ideas to spread ’’* in 2003. GOOD ... Consistently humorous. Engaging. Charismatic. Kept it simple with sole message of ‘being remarkable to stand out and spread.’ BAD ... Too many images which could distract from the main theme.

Ludwick Marishane, Entrepreneur *'' A bath without water ''* in 2013. GOOD ... Told a personal story. Told a brand story. Confident. Smiling throughout. Helped you warm to him. BAD ... Crowd reacted to clapping thinking his presentation had finished. Words at that point could have been chosen differently. Figures could have been removed in images just keeping to the images. Stood still throughout.

Malcolm Gladwell, Journalist & Author *'' Choice, happiness and spaghetti sauce ''* in 2004. GOOD ... Good storytelling. Excellent use of hands in expressing words. BAD ... One big story tell though, with lack of central theme. Arm movements got a bit annoying as overused.

Amanda Palmer, Musician & Author *'' The art of asking ''* in 2013. GOOD ... Intriguing start with her acting skills and use of crate as a prop. Personal storytelling as well as using photos. Looked the part. Very confident. BAD ... Somewhat deep with little humour for a subject that is not that deep.

Lisa Kristine, Humanitarian Photographer *'' Photos that bear witness to modern slavery ''* in 2012. GOOD … Personal story of her experience which added superior credibility of her message. Use of real images. All add up to engaging and shocking theme. BAD … Same volume level of speech.

Dr. Jill Bolte Taylor, Neuroscientist *'' Transformation of the Teenage Brain ''* in 2013. GOOD … Knew she is an Expert so helped engagement. Taught me something new. BAD … Felt like she was shouting throughout. Pauses for water. Used an averagely constructed PowerPoint slide. A bit too demonstrative with her arm movements.

Colin Powell, American Statesman & Army Officer *'' Kids need structure ''* in October 2012. GOOD … Confident and relaxed. Good and not overused hand gestures. Personal stories, his and young boy's. Good level of humour. An empathetic tone which makes you respect him. BAD … Was pretty stationary with feet. Not many slides; could have used more to build a picture and story.

Jennifer Granholm, Governor of Michigan in 2013. GOOD … Well dressed and presented. Confident. Excellent use of hand gestures and voice. BAD … Slides were basic.

Janine Shepherd, Cross-country Skier *'' A broken body isn't a broken person ''* in 2012. GOOD … Good use of props i.e. chairs that she uses to reflect stages in her recuperation. BAD … Too self-focused *''My''.. ''Me'' ... ''I''* dominate. Gets tiresome. Quite depressing overall. Took 12 minutes for some humour and audience relieved with some laughter. Too much emotion which was draining to watch.

Mary Roach, Science Journalist *'' 10 things you didn't know about orgasm ''* in 2009. GOOD … Use of video. Uniquely shocking topic. Educational. BAD … Makes you feel uncomfortable throughout.

Helen Fisher, Anthropologist *'' Why we love. Why we cheat ''* in 2006. GOOD … Interesting. Teaching something new. Relate to topic. BAD … No visuals. Went off in a tangent off the title of the talk and key theme to feminism talk.

Diane Kelly, Biologist *'' What we didn't know about penis anatomy ''* in 2012. GOOD … Use of video. BAD … Hyper tone throughout, loses engagement. Poor ending.

Jenny McCarthey, Author & Speaker *'' What you don't know about marriage''* in 2011. GOOD … A central theme that was worked towards. BAD … Way too many photos and images. Trying to be funny and not. Unique way of ending *'' I will see you at the bar ''*.

Dan Pink, Business Author *'' The Puzzle of Motivation ''* in 2009. GOOD ... Passion. Urgency to present. Storytelling from start. 5 minutes 16 seconds a visual display quoting what statement he says. Moved talk focus to 3 main concepts 'Autonomy' .. 'Mastery' .. 'Purpose'. Overall central theme kept to. BAD ... Almost constant use of hand gestures. Only looked at 'Autonomy'.

Steve Jobs, Co-Founder of *Apple* in 1984. GOOD … Jaw-dropping moments including when the computer spoke. Use of commercial videos. BAD … Didn't walk around. Standing at lectern looking down at script.

Mark Shaw, Technology Developer *‘‘ One very dry demo ’’* in 2013. GOOD … Out of all the jaw-dropping moments the bit where the liquid didn't spread out and was sucked back was a WOW moment. Finished with a real feel good moment with the TED logo appearing with the application of the science he presented. BAD … Very short although could have just been what was available online.

Raghava KK, Artist *‘‘ My 5 lives as an artist ’’* in 2010. GOOD … Funny moment with *New York* re-mapping then immediately went to a serious moment, working audience's emotions. Broke up the talking with a video with background music of his City *Bangalore*. Smiling throughout showing his passion for his field. Personal story and picture towards end which made you relate to him. BAD … Didn't make effort with his presentation, wearing a baggy grey jumper and shirt, which didn't reflect his clear success and influence in his professional life. Maybe a bit too much personal story and by the end I was unsure of his message/ key theme.

In the Blog Version of *Open the CEO’s Wallet* I take a more detailed look at another 9 TED Talks, supporting your journey* in becoming a Public Speaking Expert.

*You may feel you have already arrived. We can always improve at everything we do.