

CONNECT!:

How to Inspire, Influence and Energise Anyone, Anywhere, Anytime

By Simon Lancaster

9th June 2022 | Heligo books, Blink | Trade paperback
| £14.99
Audio and eBook



After lockdown, we need to CONNECT!

Simon Lancaster is one of the world's top speechwriters – he has spent over twenty years writing speeches for leaders in politics and business, from Alan Johnson to the CEOs of Unilever, InterContinental Hotels and HSBC. He's the go-to comms guru, having trained the speechwriters to the last four British Prime Ministers.

Now **CONNECT! is based on a simple big idea tried and tested in his experience** - that great communicators succeed by connecting things people don't like, don't care about or don't understand, with things people must like, care about and understand. Using analogy, metaphor and suggestion, great communicators can make the scary seem safe, the impossible easy, the unfamiliar familiar, thereby turning enemies into friends, obstacles into opportunities and nos into yeses.

CONNECT! brings powerful techniques from ancient rhetoric and neuroscience to everyone. The author strongly believes rhetoric should be for everyone - this was the theme of his TEDx talk which has garnered millions of views. Aimed at entrepreneurs and activists, dreamers and schemers, believers and high achievers, it covers everything from the basics of communication, e.g. overcoming nerves, making small talk, cracking jokes through to more sophisticated techniques such as the art of analogy, the magic of metaphor and how to make a soundbite sizzle.

It will flip the way you think about communication forever. Find out why authenticity is over-rated; why businesses should never 'drive change'; why the 'shit sandwich' doesn't work; and why the key to communication success comes not from facts, stats and logical argument, but through speaking to people's deepest instincts and emotions...

It will also give you some really cool communication hacks. How to deal with difficult questions. How to quickly prepare powerful speeches on the spot. How to communicate numbers. Simon's TikToks on these issues regularly get hundreds of thousands of views.

It is full of revelatory facts - e.g. how flattery lights up the same parts of the brain that light up during sex; how switching metaphor can massively shift people's reactions to issues like climate change, conflict and coronavirus; how speaking in three part lists makes people more likely to agree with you; how we're more likely to believe something is true if it rhymes; how we're twenty-two times more likely to remember a story than a statistic...

Simon walks the walk and talks the talk. He grew up on a central London council estate with a single mum on benefits and overcame crippling anxiety and a fear of public speaking to become a TEDx star (4 million views and counting)...

The world needs this book now more than ever - people are desperate to connect again after lockdowns, but are struggling to remember how to do it. This book gives them the know-how, jam-packed with instantly accessible, super-powerful techniques we can all use to inspire, influence and energise anyone, anytime, anywhere.

About the author:

Simon Lancaster first started writing speeches in the late 1990s for members of Tony Blair's Cabinet. He has since gone on to write speeches for the CEOs of some of the world's biggest companies. He is an Executive Fellow of Henley Business School and lectures on Creative Writing at the University of Cambridge.

Simon regularly appears on BBC and Sky News discussing speeches and has written articles for the *Guardian*, *Daily Mail*, *Spectator*, *Prospect* and *GQ*. He frequently makes keynote speeches at major conferences around the world and his social media videos attract hundreds of thousands of views. His 2016 TEDx Talk 'Speak like a Leader' has had more than four million views.

Simon lives in London and the Brecon Beacons and is available for interview.

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