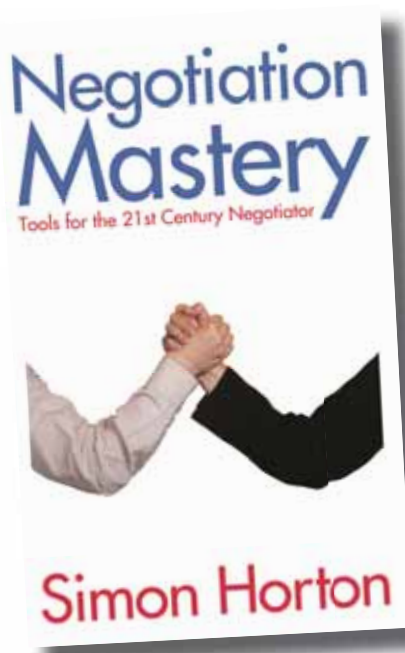


# fab reads...

Negotiating with colleagues and potential business partners for a successful outcome requires top-notch presentation skills, and top-notch presentation skills require a focused and contented mind for the ideas to flow naturally and clearly. **fab** joins the dots by reviewing these three titles...

## **Negotiation Mastery: tools for the 21st century negotiator**

Simon Horton, MX Publishing  
2012, £12.99



According to experienced negotiation teacher and consultant Simon Horton, negotiation is just step one in a three-step process if we want to do something that involves other people. He describes negotiation as an art form which anyone can master, and goes on further to develop the case for a win-win approach to negotiations.

The book has certainly helped me have a better understanding of what negotiations are all about. So am I on my way to becoming a negotiation master? Well, having a grasp of the theory helps - however, putting into practice what has been discussed is quite another issue. And this is where this excellent book comes into its own as a negotiation companion. I'm practising what I've learnt on friends and family, to help me gear up for the next big negotiation situation.

This is a very informative book, with detailed background to the theories it outlines, and the layout makes it an easy read, too, with bold subheadings followed by answers to the stated points, plus action points that are both useful and thought-provoking. Highly recommended.

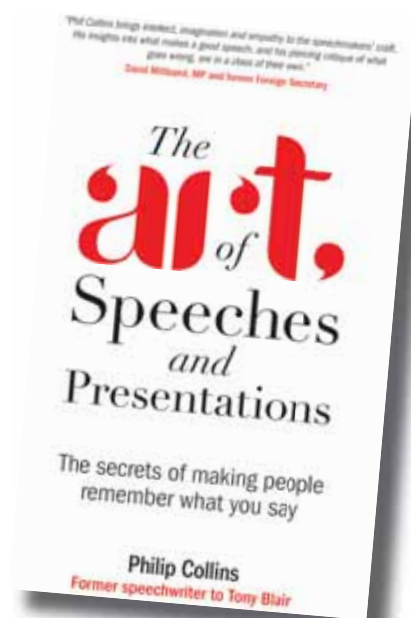
**Colette Machado**

## **The Art of Speeches and Presentations: the secret of making people remember what you say**

Philip Collins, John Wiley & Sons  
2012, £14.99

One of my favourite Tony Blair quotes is 'Now is not the time for sound-bites, but I can feel the hand of history on my shoulder.' Maybe Tony wrote it himself, or maybe it was Philip Collins who, until 2007, was Blair's chief speech writer.

Getting your rhetorical pitch right is one of the subjects he covers in *The Art of Speech Writing*, but Collins maintains



that it's not the writing or the delivery that makes a great speech, but the preparation. He offers a staged process of preparation that might not involve actual writing until quite close to the day when the speech is to be given. Who are the audience, what is their expectation, exactly what is your topic?

For anyone in business, having a strategy for preparing to speak in public is invaluable, whether it's pitching to a new client or taking your turn at a networking event. Collins makes regular reference to Churchill, JFK and Obama, but can they really help you prepare an elevator pitch? If you had their email addresses, wouldn't you run your pitch past them?

**Trevor Aston**

**How To Be Happy: how developing your confidence, resilience, appreciation and communication can lead to a happier, healthier you**

*Liggy Webb, Capstone 2012, £10.99*

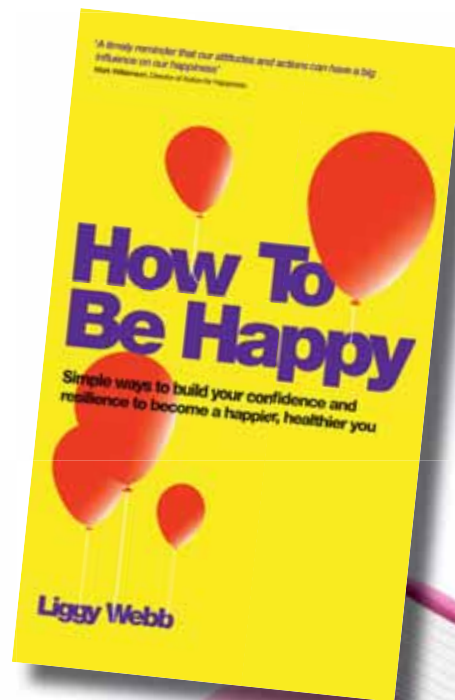
While How To Be Happy makes some bold claims, Liggy Webb's book left me wanting much more detail about how to put it all into practice. Sometimes she seems to be at pains to summarise every single potential personal development technique that's out there: a positive mental attitude, emotional intelligence, the Johari window, the grief cycle model, Dr Howard Gardner's theory of multiple intelligences/types of learners... all were thrown in.

Webb comes with some impressive credentials – work with the United Nations Assistance to the Khmer Rouge trials and in Ethiopia – that have clearly allowed her to reflect on the nature of happiness and I would have loved her to have expanded and gone deeper in those chapters where it's clear she's bringing a depth of analysis from her own experience.

Of the 12 chapters, the stand-out for me was Bounce-ability, which Webb indicates is based on her work at the Khmer Rouge trials. The term itself means the capacity to convert adversity into advantage. Another chapter, Positive Relationships, include valuable tips that could convert whole communities to happiness, like 'accept and celebrate differences' and 'listen effectively' but somewhat bizarrely also includes 'manage mobile technology', which is treated with the same importance as 'develop empathy' – the latter meriting only half a page.

This book contains some good new analogies: we all have a 'cache memory' for both good and bad habits; we catch 'negative attitude germs'. Others, such as 'vitamin G' (for gratitude) and 'probortunity' (converting a problem into an opportunity) were a little laboured.

There are some big unsubstantiated claims ('about 90% of what we think and do is habitual') and I wanted a lot more detail too about how to achieve



the desired states: 'one of the keys to becoming more self-aware is to know yourself better' really doesn't get me further down the path of knowing how to know myself better.

The real power of the book comes through when Webb brings to life her theories with personal anecdotes and fresh and surprising introductory stories to each chapter. I loved the fable of the frog who's deaf so he can't hear 'it's too difficult' from his companions and therefore achieves his goal; and, sweetly, the chapter Make a Difference starts with an illustrative tale of the child throwing starfish back into the sea who, when asked why he bothers, when so many others littered on the beach will die, says: 'I made a difference for that one.'

**Hilary Gander**

