



DID YOU KNOW THAT CHURCHILL...

...was neglected by his father, whom he worshipped.

...was born in a palace.



Blenheim Palace, Churchill's family home

...was weak academically (except for courses he loved).

...had to take the exam three times to get into Sandhurst, the Royal Military Academy.

...excelled at polo.

...was a prolific writer.

...was a war correspondent.

...was a prisoner of war whose escape from the Boers made him a national hero at the age of 25.

...was elected into Parliament at 26.

...was blamed for a disastrous defeat when attempting to take the Turkish peninsula at Gallipoli in WWI-- 131,000 soldiers killed and 262,000 wounded--after which his political career plummeted.

...became Prime Minister at age 65.

...was the only British Prime Minister to have won the Nobel Prize in Literature.

How to Focus Your Team on Success the Churchill Way

For eight long months, Great Britain endured extensive aerial attacks as the German Luftwaffe dropped over 100 tons of high explosives on British cities. More than a million homes were damaged or destroyed, in London alone, and 20,000 civilians were killed during 57 consecutive nights of bombings. Hitler believed that democracies were vulnerable and that bombing residential centers would break civilian will, leading to the collapse of production and civil life. What he didn't expect was the determination and inspiration of a powerful leader: Winston Churchill.



Churchill led his people through a tumultuous 267 days; sustaining their will with his "never surrender" presence and his ethos of victory. Churchill was a prolific writer and great orator. His speeches were so persuasive that he was able to harden public opinion against giving up.

HOW DID HE DO IT?

Churchill considered public speaking a work of art and would spend hours practicing and crafting his speeches.



HE HAD A CLEAR THEME. "You ask, what is our aim? I can answer in one word. It is victory, victory at all costs, victory in spite of all terror, victory, however long and hard the road may be: for without victory there is no survival."

HE CREATED VIVID IMAGES. "We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills: we shall never surrender."

HE USED LANGUAGE OF INCLUSION AND COMMITMENT. "Let us go forward together." "We will never turn from our purpose, however grievous the cost, because we know that out of this time of trial and tribulation will be born a new freedom and glory for all mankind." "Hitler knows that he will have to break us in this island or lose the war." "If we can stand up to him, all Europe may be freed and the life of the world may move forward into broad sunlit uplands..."

...was the first person to be made an honorary citizen of the United States.

...was a talented landscape painter.



HE WAS HONEST. “But if we fail, then the whole world,...including all that we have known and cared for, will sink into the abyss of a new Dark Age, made more sinister, and perhaps more protracted, by the lights of perverted science.”

HE ENVISIONED SUCCESS. “Let us therefore brace ourselves to our duties, and so bear ourselves, that if the British Empire and its Commonwealth were to last for a thousand years, men will say, ‘This was their finest hour!’”

HOW TO INSPIRE YOUR TEAM TO SUCCEED?

During your next team meeting, don't wing it; prepare and practice what you want to convey. Churchill's grandson reported that his famous grandfather spent one hour of preparation for every minute of a speech.

- Focus on a clear theme without changing direction.
- Create a vivid image for your audience--the image that you want them to envision.
- Use the words we and us, instead of you and I.
- Be honest, don't sugar coat it.
- And, most importantly, envision success!

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